


# WARDS NEW *EASY SELECTOR* CATALOG

OF FINE WALLPAPERS



MONTGOMERY WARD





## IT'S EASY TO CHOOSE YOUR PAPER

*from Wards  
Easy-Selector Catalog*

*The modern,  
convenient way  
to decorate*

*Assurance  
of highest quality,  
greatest savings*



### Here's Why

- Full width shown in color . . .
- Full repeat shown in color . . .
- All colors of every pattern shown for your selection

You see all details, all colors, of each paper, instead of a portion of the pattern as in other catalogs. You can visualize the over-all effect, scale of design, how it will look on your wall. Also, all alternate colorings are shown—you can easily decide which one best fits your color scheme.



### Here's How

- Use "go-togethers," like D, E
- Add plainer textures, like B
- Mix with single papers, like C, to express your own taste.

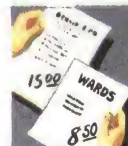
You'll find companion papers throughout the book—co-ordinated in design and color to give decorating unity in adjoining rooms. For places where you prefer plainer walls there are many lovely textures. And a wealth of single papers to fill any particular need. Mix or match to suit yourself.



### Equal Finest Papers

- Fadeproof—pass 3-year test
- Washable under 25 scrubblings
- Extra-Strong Paperstock for easy handling, tear-resistance.

Wards give you quality features found only in finest papers; distinctive designs by best American and European artists, colorings by home-furnishings experts, style range for every decorating need. Plus all known technical improvements. For details and actual samples, see Pages 6, 8.

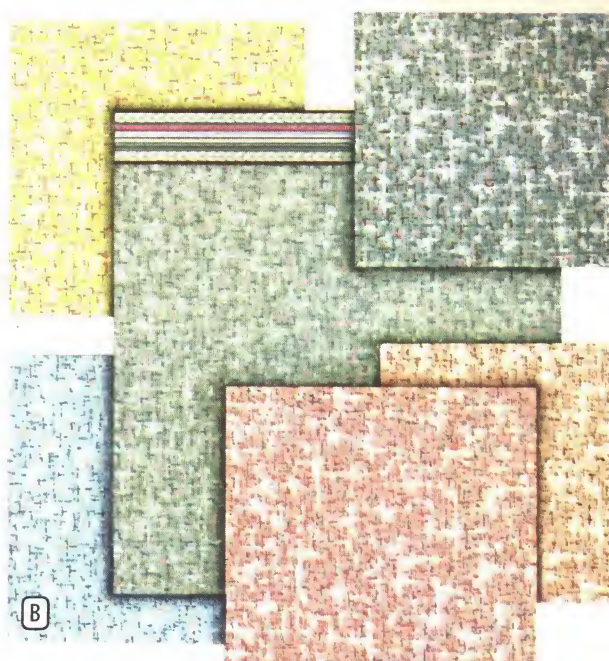


### You Save on Every Roll

- You save in preparation
- You save time in hanging
- You save 1/3 to 1/2 the cost of papers of comparable quality.

Quality costs so little when you buy Wards fine wallpapers. Elsewhere you would pay 2 to 3 times as much for comparable papers. Shop and compare Wards prices with others—especially for the features that save you so much time and tedious work, as well as money. See Pages 6, 8, 10.





### How to Order

All papers on this page available pre-pasted, pre-trimmed and plastic-coated as well as in regular rolls. (See details, Pg. 10). All are Fadeproof and Washable, sold in double rolls 18 in. wide, 16 yds. long; Ship. wt. 2 lbs. 8 oz. Border sold by the yard; Ship. wt. per yard, 1 oz.

### Handsome Floral 65c <sup>single</sup> roll

**A** Graceful and impressive on its textured background, this floral has a handsome dignity. Most effective when used with matching texture B—see opposite page. Blue and green have silver sprays, yellow has gold. Heavy paper. 19-in. pattern repeat, 2-in. border. *State regular or pasted.*

	Green	Yellow	Blue	Reg.	Pasted
Wall	76H4017	76H4117	76H4217	\$1.30	\$1.90
Border	76H1017	76H1117	76H1217	7½c	7½c
Ceiling	76H612	76H612	76H612	1.00	1.40

### Companion Texture for A, D, E—65c <sup>single</sup> roll

**B** A very versatile texture—it goes anywhere with ease. In green, yellow and blue to harmonize with A, and in aqua, tan and pink to go with D and E for 2- or 3-room color co-ordination. All gold-flecked to give life to your walls. Embossed, extra-heavy paper. 2-in. border. *State regular or pasted.*

COL-OR	Wall		Border		Ceiling	
	Reg.	Pasted	Reg.	Pasted	Reg.	Pasted
Green	\$1.30	\$1.90	7½c	7½c	\$1.00	\$1.40
Yellow	76 H 4218	76 H 1218	76 H 1218	76 H 612	76 H 612	76 H 612
Blue	76 H 4018	76 H 1018	76 H 1018	76 H 612	76 H 612	76 H 612
Aqua	76 H 4118	76 H 1118	76 H 1118	76 H 612	76 H 612	76 H 612
Tan	76 H 4418	76 H 1418	76 H 1418	76 H 612	76 H 612	76 H 612
Pink	76 H 4518	76 H 1518	76 H 1518	76 H 612	76 H 612	76 H 612
	76 H 4318	76 H 1318	76 H 1318	76 H 612	76 H 612	76 H 612

**JUST TURN THE PAGE TO SEE ACTUAL SAMPLES OF THE QUALITY OF WARDS PAPERS**

### Pleasing Print 70c <sup>single</sup> roll

**C** New and unusually pleasing—a happy choice wherever used. Has overall effect, yet its irregularity gives it a distinction all its own. Gold motifs add sparkle to its clear, clean colors. Embossed, extra-heavy paper. Largest motif 2½ in. 2½-in. border. *State regular or pasted.*

	White	Pink	Gray	Reg.	Pasted
Wall	76H4034	76H4134	76H4234	\$1.40	\$2.00
Border	76H1034	76H1134	76H1234	7½c	7½c
Ceiling	76H612	76H612	76H612	1.00	1.40

### "Go Together" Papers for Perfect Harmony 70c <sup>single</sup> roll

**D** A distinctive new medallion especially designed to go with E. Its small scale and muted coloring make it suitable for small rooms, and for many decorating schemes. Highlighted with shining gold, embossed, extra-heavy paper. Largest motif 2¾ in. 1¾-in. border. *State regular or pasted.*

	Tan	Aqua	Pink	Reg.	Pasted
Wall	76 H 4030	76 H 4130	76 H 4230	\$1.40	\$2.00
Border	76 H 1030	76 H 1130	76 H 1230	7½c	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00	1.40

**E** Small and neat, this floral's muted tones are enlivened with crisp white blossoms and sprays of gold—a combination of traditional beauty. Handsome used alone, or in combination with D or B. Embossed, extra-heavy paper. 16-in. pattern repeat, 1¾-in. border. *State regular or pasted.*

	Aqua	Tan	Pink	Reg.	Pasted
Wall	76 H 4035	76 H 4135	76 H 4235	\$1.40	\$2.00
Border	76 H 1035	76 H 1135	76 H 1235	7½c	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00	1.40





# FRESH, TIMELESS DESIGNS

- All in Regular Rolls With Trim-Heavy Edges
- All Are Fadeproof
- All Are Washable

## Distinctively Styled for Gracious Living 65c <sup>single roll</sup>

**A** Romantic grill-work motif—a pleasing escape from ordinary decorative designs. Lends itself unusually well to kitchen or dining areas. The bright, crisp colors blend with all furniture periods. The tan is especially suited to modern natural wood tones, brass accessories. Heavy weight paper. 19-in. repeat, 2-in. border.

	Tan	Gray	Green	Price
Sidewall	76 H 4019	76 H 4119	76 H 4219	\$1.30
Border	76 H 1019	76 H 1119	76 H 1219	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## Design Captures Woodland Beauty 75c <sup>single roll</sup>

**B** One of our freshest and most imaginative patterns—has a spring-like quality in its restrained colorings and delicate brush strokes. A design of such simplicity and airiness that it will give added dimension to any room, flatter any style of furniture. Embossed, extra-heavy paper. 19-in. pattern repeat, 2½-in. border.

	Tan	White	Gray	Price
Sidewall	76 H 4036	76 H 4136	76 H 4236	\$1.50
Border	76 H 1036	76 H 1136	76 H 1236	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## For Dramatically Handsome Walls 65c <sup>single roll</sup>

**C** Classic Rose—a traditional theme brought gracefully up-to-date by clear, clean colors. Large, impressive over-all pattern will complement both modern and traditional decorating schemes, add new charm and freshness. Use it where you want a most distinctive background. Heavy weight. 19-in. repeat, 2-in. border.

	Red	Blue	Yellow	Price
Sidewall	76 H 4022	76 H 4122	76 H 4222	\$1.30
Border	76 H 1022	76 H 1122	76 H 1222	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## A Quaint Print Sparkling With Gold 70c <sup>single roll</sup>

**D** A charming variation of well-known diminutive prints, favored for their adaptability. Modest and appealing in tone, it combines well with other colors and patterns. Symmetry, size make it suitable for small rooms, yet it's important enough for large walls too. Embossed, extra-heavy paper. 3-in. motif, 2¼-in. border.

	Green	Blue	Pink	Yellow	Price
Sidewall	76 H 4028	76 H 4128	76 H 4228	76 H 4328	\$1.40
Border	76 H 1028	76 H 1128	76 H 1228	76 H 1328	7½c
Ceiling	76 H 612	76 H 612	76 H 612	76 H 612	1.00

Sidewall and ceiling in double rolls, 18 in. wide, 16 yds. long. Wt. 2 lbs. 8 oz. Border sold by yard. Wt. 1 oz.





Yearly income from main crop? \_\_\_\_\_ What is AVERAGE weekly cash income from eggs, milk, produce, etc.? \_\_\_\_\_ Do you own your farm? \_\_\_\_\_ Do you rent for cash? \_\_\_\_\_  
Do you rent on shares? \_\_\_\_\_ What is your main crop? \_\_\_\_\_ In what town do you trade most? \_\_\_\_\_

## For "Add-on" Orders to Your Present Account

SIGN THIS PART ONLY—ADD-ON ORDERS MUST TOTAL \$10 OR MORE

Montgomery Ward & Co.: Please ship goods listed on opposite side and add to the account bearing the account number shown below. I agree that this purchase may be combined with all Monthly Pay-

ment contracts bearing this account number upon which there is an unpaid balance. The provisions given in the original contract and the monthly terms given in your catalog shall apply to this purchase.

Your Signature Here (WRITE—Do Not Print) \_\_\_\_\_

Street Address \_\_\_\_\_ Route \_\_\_\_\_ Box \_\_\_\_\_

Post Office \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Account Number \_\_\_\_\_ Where? Location of Wards Branch \_\_\_\_\_





# ACTUAL SAMPLE OF EMBOSSED, EXTRA-HEAVY PAPER

All Papers of This Fine Quality Are Fadeproof, Washable

Wards invite you to examine this actual sample and see for yourself why embossed, extra-heavy papers offer you something unique, something a little more distinctive in fine quality wallpapers. Feel the texture, the deep embossing . . . note the beautiful coloring that results from excellent workmanship. Then see the wide variety of patterns in embossed papers of this same high caliber throughout this book.

From the exclusive designs of leading American and European wallpaper artists to the precision printing of all Wards wallpapers, these papers are of the finest quality. Yet, you save  $\frac{1}{3}$  to  $\frac{1}{2}$  of what you would pay elsewhere for comparable papers. Most come in regular rolls with Trim-Easy Edges; many are Pre-Pasted, Pre-Trimmed and Plastic Coated. Compare for yourself and see what the following Wards Embossed, Extra-Heavy paper features mean to you. They make it so easy and economical to do your own decorating.

**FADEPROOF** means these papers show no appreciable change in color even after a laboratory test equal to 3 years on your wall.

**WASHABLE** means that these papers withstand a minimum of 25 soap and water rubs on a standard wallpaper washing machine. Ordinary soil washes off, leaving no appreciable change in the wallpaper.

**EMBOSSSED** means a richer, more luxurious look. Embossing depth and detail will vary according to what is best suited to the pattern. All are expertly designed.

**TRIM-EASY EDGE** on regular rolls means easier hanging, neater edges. Perforated selvage tears off like a postage stamp.

**EXTRA-STRONG PAPERSTOCK** means rolls are easier to hang—less likely to tear.

**MATCHING BORDERS**—designed and colored to match—mean a distinctive finishing touch to every room in your home.

TO ORDER THIS PATTERN SEE INFORMATION ON PAGE 23

Page 6 WARDS ALL



**Large rooms allow** a wide selection of patterns—however, small patterns look insignificant in spacious rooms, make walls seem aimless. A rule which will help you determine wallpaper pattern size: If most of the walls in your room provide an opportunity to hang four or five strips of paper without interruption, you can safely use a large pattern. If not, it will be wiser to use a small design which will create an over-all effect.





cluded in this wide variety of smart patterns are papers to fit every decorating need, and priced to fit every budget. They are shown in our large, decorator size sample books, on display in every Ward Catalog and Retail Store. Trained clerks will personally handle your order—help you figure how much paper you will need and will write the order for you.

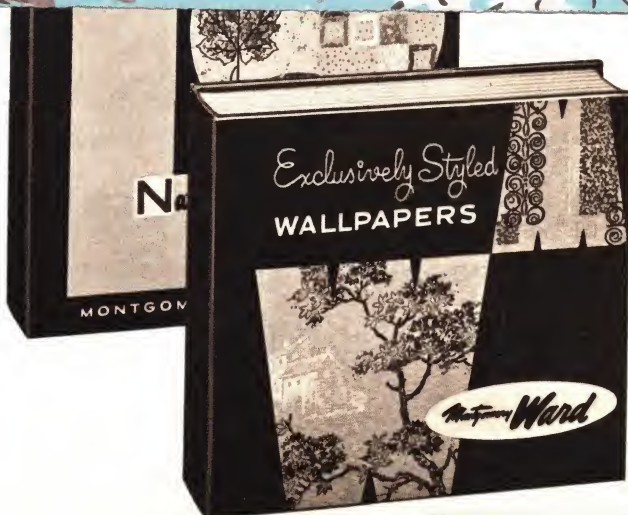
**As an added convenience,** you may borrow these sample books, take them home so you can see exactly how selections you are considering will look with your own furnishings. All samples are at least 16 by 18 inches—large enough so you can visualize exactly how the papers will look on your walls.

**Wards Exclusively Styled Wallpaper Book** contains patterns created especially for us by the leading wallpaper artists of America and Europe. There are 250 to choose from, many of which are Pre-Pasted, Pre-Trimmed and Plastic-Coated. Also, many are Color Harmonized for use in adjoining rooms. In the front of this book you will find decorating information and other aids to help you solve any problems you may have in choosing the right wallpaper.

**The Nationally Known Wallpaper Book** offers you another wide range of selections to choose from—it presents 150 outstanding papers made by the leading manufacturers of America. Be sure to see these papers before making selection.

**You'll be amazed at the low cost of decorating** when you use Wards papers. You'll also be astonished at how you can change the atmosphere of a room—turn dull walls into bright, attractive backgrounds . . . make large rooms seem smaller and small rooms larger . . . even raise or lower a ceiling—all through the clever use of wallpaper. Plan to visit Catalog or Retail Store, soon, to select new paper.

**Many Wards Retail Stores** stock a variety of patterns. If the Wards store near you does not stock wallpaper or if the paper you want is out of stock, you can make your selections from the sample books on display.





ACTUAL SAMPLE OF WARDS  
HEAVY-WEIGHT PAPER

**Fadeproof, Washable, Printed with Precision**

Here is an actual sample of the wallpaper that gives you more for your money—Wards Heavy-Weight. Feel the heaviness of the paperstock . . . note the expert coloring . . . the precision printing. You'll find a wide selection of these papers throughout the book—all exclusive designs. They have the Washable and Fadeproof features of high cost papers at budget prices—savings of  $\frac{1}{3}$  to  $\frac{1}{2}$  of what you would pay elsewhere for comparable quality. Most in regular rolls with Trim-Easy Edges; many Pre-pasted, Pre-trimmed and Plastic Coated.

FADEPROOF means these papers show no appreciable change in color even after laboratory tests equal to 3 years on your wall.

WASHABLE means these papers withstand a minimum of 25 soap and water rubs in standard tests. Ordinary soil comes off, leaving no appreciable change in the paper.

TRIM-EASY EDGE on regular rolls means easy hanging—perforated selvage tears off.

EXTRA-STRONG PAPERSTOCK means rolls are easier to hang—less likely to tear when handled than ordinary paper.

MATCHING BORDERS mean a distinctive finishing touch to your rooms.

## Wards Economy Papers—Attractive, Budget-Priced

If an attractively designed but low-priced wallpaper is the answer to your decorating needs, see Wards economy papers B, E and H, Pgs. 26, 27, and others in the Ward sample book at your nearest Catalog Store. They are printed on standard weight

paperstock, which is slightly lighter than this sample. All economy papers are Fade-proof like our other papers, but are not Washable. Come in regular rolls only, with Trim-Easy Edge. You save  $\frac{1}{3}$  to  $\frac{1}{2}$  the cost of comparable papers elsewhere.

TO ORDER THIS PATTERN SEE INFORMATION ON PAGE 21

Page 8 WARDS ALL



**Large rooms allow** a wide selection of patterns—however, small patterns look insignificant in spacious rooms, make walls seem aimless. A rule which will help you determine wallpaper pattern size: If most of the walls in your room provide an opportunity to hang four or five strips of paper without interruption, you can safely use a large pattern. If not, it will be wiser to use a small design which will create an over-all effect.



# DO IT YOURSELF - DOUBLE YOUR SAVINGS

**Why pay several times the cost of your wallpaper** just to get it hung? At Wards low prices you can buy enough paper for the average 6-room house and hang it yourself for less than it usually costs to have a paperhanger do one room. Moreover you, like more people every year, will find that it's actually fun. Once you discover this you'll want to repaper your whole house. With your savings—from \$5 to \$25 for each average size room, depending on your locality—you can buy something extra you've been wanting for your home.

**It doesn't require professional skill** to paper a room. Yearly, thousands paper their homes for the first time and are surprised to find how easy it is. You can turn out a professional-looking job even if you've never done any paperhanging before—especially with Wards easy-to-hang papers. If you would like complete, easy-to-follow instructions on how to hang wallpaper, see free offer on Page 19.

**You need very little special equipment.** Your tools may consist of ordinary things used around the house—such as a sharp knife, razor blade or scissors for cutting and trimming, a 6-inch brush for pasting, sponge or whisk broom for smoothing, and a furniture caster for rolling seams. However, we recommend regular wallpaper hanging equipment for obtaining the best results in the easiest way. Necessary tools and supplies are listed on Page 20—and prices are inexpensive. Add the tools you need to your wallpaper order.



## Regular Rolls with Trim-Easy Edge Offer Greater Savings

All Wards regular wallpapers are made with a special Trim-Easy Edge—a perforated selvage that tears off just like a postage stamp. It saves you time, and helps achieve a neat, attractive job on every strip you hang. Most of the tedious trimming work is done for you—just paste and fold the paper, then crease the Trim-Easy Edge along the perforation and gently tear off the selvage. No knife is needed, and your match will be perfect.

**For Lapped Seam Paperhanging** all you need do is tear off the Trim-Easy Edge—no further trimming is necessary. Your paper is ready to be hung.

**If You Wish Butt Seams** trimming time and work are still cut in half—you need trim only one remaining selvage after Trim-Easy Edge is removed.

**For Complete Directions** on how to hang wallpaper, see the offer on Page 19.

## Pre-Pasted, Trimmed Papers for Faster, Easier Hanging

No trimming, no pasting—Wards Pre-Pasted, Pre-Trimmed papers make paperhanging easier than ever before! All you do is cut a strip the proper length, wet it thoroughly in the handy Waterbox, and hang it on the wall. (Waterbox sent free of charge with all orders of 5 double rolls or more.) For the slight additional cost—60c a double roll, or \$3 for an average room—these papers are certainly the most practical in terms of time-saving satisfaction.

**No Fuss, No Muss**—with these papers, preparing for paperhanging is an easy, rapid operation. Neat, too—no need to disarrange the whole room with pasting and trimming tools. All you need is a small working area along wall.

**Pre-Trimmed Papers Mean Butt Seams**—the most attractive method of hanging paper. Never before was such a professional-looking job possible with so little effort. For complete details and other advantages, see Page 10.

## SEE OUR COMPLETE COLLECTION AT CATALOG OR RETAIL STORE

### 250 Ward Exclusive Papers, 150 Nationally Known Papers

**Wards offer more than 400 fine wallpapers** from which to make your selections. Included in this wide variety of smart patterns are papers to fill every decorating need, and priced to fit every budget. They are shown in our large, decorator size sample books, on display in every Ward Catalog and Retail Store. Trained clerks will personally handle your order—help you figure how much paper you will need and will write the order for you.

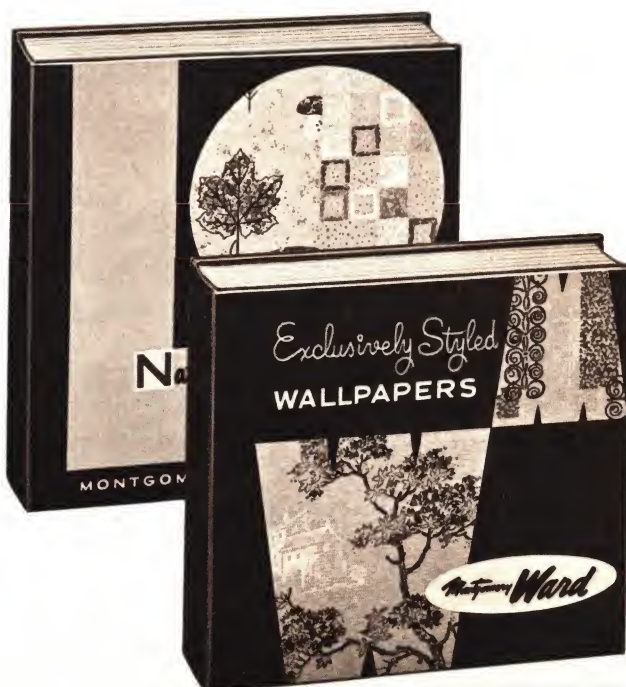
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# PRE-PASTED AND PRE-TRIMMED

Stunning Designs Plus 3 Extra Savings . . . Money, Time, Work

**Pre-Pasted and Pre-Trimmed Papers** give you the greatest ease and speed in paperhanging. They are all ready to hang . . . no preliminary work is necessary. These revolutionary papers do away with all the tedious, time-consuming preparation of trimming and pasting. You need scarcely disturb the furnishings of your room to hang these papers—just space enough around the walls for the water box and a ladder. The time and trouble saved and the elimination of special tools by using pre-pasted, pre-trimmed papers are well worth the small additional

cost. Our pre-trimmed, pre-pasted papers cost only 60c more per double roll than our regular wall papers—or \$3 for an average 10x12-foot room. Instructions for hanging and Wards exclusive water box are included free of charge with orders of five double rolls or more. The only tools you need are common household equipment—a scissors, knife or razor blade for cutting and trimming; a sponge for smoothing paper and wiping away excess paste; and a yardstick for measuring. See 4 easy steps below. Try it—you'll find it's really fun to hang these papers.

## Pre-Pasted for Speed

No need for fussing with messy paste, for up-setting your household with bulky equipment. With pre-pasted papers you take only 4 easy steps—you simply measure your wall, cut a strip of paper the necessary length. Place Wards water box on a towel under the area to be papered, fill with water. Put the rolled strip of paper in the water box and let soak until thoroughly wet. Remove from box and apply to wall. Repeat this simple process with the next strip until your room is completely papered—in an amazingly short time!

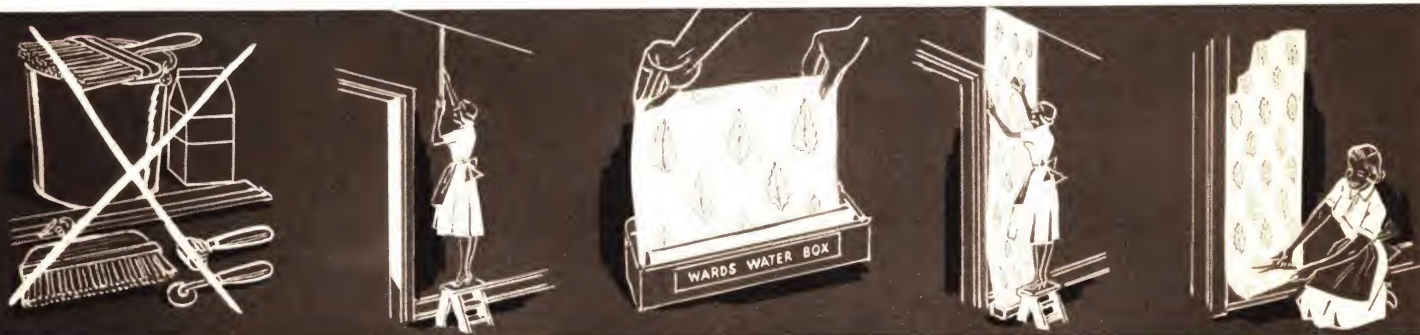
## Pre-Trimmed for Ease

These pre-trimmed, pre-pasted papers are trimmed on both edges for a neat, butt-seam job. (If you prefer to hang lap seams we recommend that you use the regular rolls with Trim-Easy Edges shown throughout this book.) Extremely easy to handle, these papers are printed on special extra tough paper which makes them less likely to tear than ordinary wall paper. We believe you will find them the easiest and the most satisfactory wallpapers to hang that you have ever used. And they save you all the tedious work of trimming each strip for yourself.

## Plastic Coated for Durability

These pre-trimmed and pre-pasted papers are plastic coated for greater washability and longer wear. However, they do not have a shiny surface—the surface is as attractively dull and soft-looking as that of ordinary wall-paper. The plastic coating means that any excess paste that happens to get on the surface in hanging can be washed off with a sponge, easily, safely; and that these papers will stand more cleaning than ordinary wall paper and still retain their clean, fresh colors. They save on redecorating expense.

## NO FUSS OR MUSS . . . JUST 4 EASY STEPS



No special tools. You need only a yardstick, sponge and scissors or razor blade.

Take measurement of height of your wall and cut a strip of paper to the right length.

Place water box on towel below work area. Dip rolled paper until thoroughly wet.

Remove strip and hang, smoothing it out with sponge. Excess paste wipes off.

Trim ends with razor blade, scissors or knife and continue to next strip with same steps.

### Smooth and Tailored 75c <sup>single roll</sup>

**(A)** Embossed, basket-weave pattern in softly muted pastels, enriched with silver highlights. An orderly little design, useful in many decorating schemes. Excellent with patterned rugs, fabrics. Fine, deep embossing; extra-heavy paper. 1½-in. repeat, 2¼-in. border.

	Pink	Gray	Green	Price
Wall	76H5135X	76H5335X	76H5035X	\$1.50
Border	76H7135	76H7335	76H7035	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Companion Floral 85c <sup>single roll</sup>

**(C)** Decorative floral design, modern in color and texture; silver-flecked background. With companion paper (D) described below, will complement any style furnishings and enhance the beauty of any room. Extra-heavy embossed paper. 19-in. pattern repeat, 2½-in. border.

	Green	Tan	Gray	Price
Wall	76H5250X	76H5150X	76H5050X	\$1.70
Border	76H7250	76H7150	76H7050	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Delightfully Styled 75c <sup>single roll</sup>

**(E)** A delicate, old-fashioned theme blended gracefully into modern effect by deep-toned pastels. Tiny-blossomed sprays with subtle silver echo-lines have new charm and freshness, lighten the darkest room. Heavy paper. 19-in. pattern repeat, 2½-in. border.

	Aqua	Green	Pink	Price
Wall	76H5222X	76H5022X	76H5122X	\$1.50
Border	76H7222X	76H7022	76H7122	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Charming, Spacious 95c <sup>single roll</sup>

**(B)** Strikingly handsome in design and color—a graceful, rhythmic pattern on gold-flecked background. Open, cleanly drawn, with a feeling of oriental painting. Will give an aura of warmth and interest. Extra-heavy, embossed. 19-in. repeat, 2¼-in. border.

	White	Green	Tan	Price
Wall	76H5030X	76H5130X	76H5230X	\$1.90
Border	76H7030	76H7130	76H7230	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Versatile Companion 80c <sup>single roll</sup>

**(D)** Unusual tweed-like pattern adds surface interest. Textured effect and subtle tones with silver and gold flecks impart richness and depth to furnishings and to companion paper (C), above. Ideal background for pictures. Extra-heavy, embossed paper. 2½-in. border.

	Green	Tan	Gray	Price
Wall	76H5249X	76H5149X	76H5049X	\$1.60
Border	76H7249	76H7149	76H7049	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Distinctive, Different 90c <sup>single roll</sup>

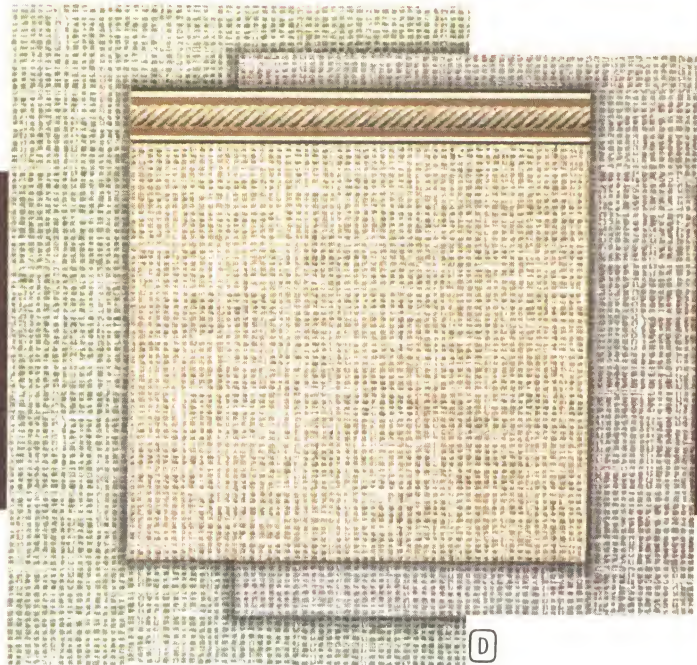
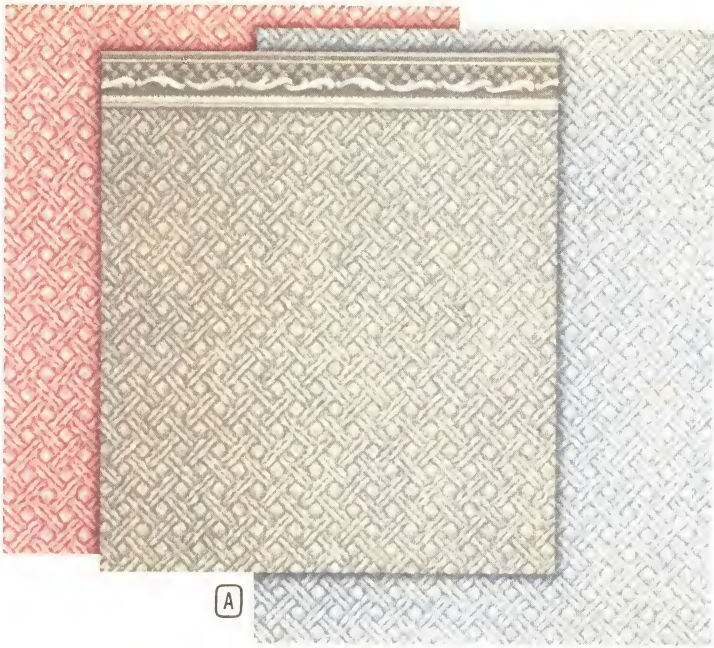
**(F)** Designed by a master artist, this lovely paper has the delicacy and restraint of a fine Oriental print. Its subtle coloring and silken texture lend tasteful charm to your decorating theme. Extra-heavy, embossed paper. 22-in. pattern repeat, 2-in. border.

	Gray	Green	Pink	Price
Wall	76 H 5038	76 H 5238	76 H 5138	\$1.80
Border	76 H 7038	76 H 7238	76 H 7138	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

**Wallpaper . . . The Link Between Periods.** No matter what periods are combined in architecture and furnishings, wallpaper is the ideal means of coordinating the scheme, whether it be simple or ornate. Translating classic motifs in modern color, giving bold treatment to formerly conventional design, wallpaper blends all factors of the decor into attractive unity.

**You Will Find Other Pre-Pasted, Pre-Trimmed Papers** throughout this book. All Wallpapers on these two pages are Fadeproof and Washable. Sidewall and Ceiling papers are sold in double rolls 18 in. wide and 16 yards long—Shipping weight per roll 2 lbs. 8 oz. Borders are sold by the yard—Shipping weight per yard 1 oz.

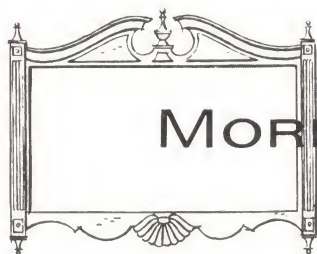








**EASY TO HANG  
NO FUSS OR MUSS**



## MORE PRE-PASTED WALLPAPERS FOR

**Choice Decoration—Combined or Separate 80¢ and 70¢ single roll**

**A** Ever-popular marine motifs interpreted in modern design for bath or powder room. Shells, sea plants drawn in interesting detail—rhythmic, striking lines enhanced by silver accents. Colored for combination with B. Heavy weight paper. 18-in. repeat, 2 1/8-in. border.

	Yellow	Pink	Blue	Price
Sidewall	76H5326X	76H5226X	76H5126X	\$1.60
Border	76H7326	76H7226	76H7126	7c
Ceiling	76H612X	76H612X	76H612X	\$1.40

**B** This simple, fresh-looking print is excellent when used in small rooms, outstanding with its companion paper A. Striking when hung on ceilings as well as walls. Silver highlights enliven the dainty pattern. Extremely versatile. Heavy weight paper. 1 1/4-in. motif, 2 1/8-in. border.

	Yellow	Pink	Blue	Price
Sidewall	76H5329X	76H5229X	76H5129X	\$1.40
Border	76H7329	76H7229	76H7129	7c
Ceiling	76H612X	76H612X	76H612X	\$1.40

**Scenic Elegance 95¢ single roll**

**C** A beautifully detailed design. Subdued colors, a gracious scene, fine gold flecks in background, make it a distinctively decorative paper. Its tapestry effect is excellent for hall, dining room or for use with dado. Embossed, extra heavy paper. 22-in. repeat, 2 1/8-in. border.

	Warm Gray	Tan	Cool Gray	Price
Sidewall	76H5032X	76H5132X	76H5232X	\$1.90
Border	76H7032	76H7132	76H7232	7c
Ceiling	76H612X	76H621X	76H612X	\$1.40

**A Quiet Beauty 85¢ single roll**

**D** A delicate, imaginative design to give a background of elegance and taste to any setting. You'll never tire of the subdued colors, which are enhanced by golden accents. A soft-modulated beauty, finely embossed on extra heavy paper. 22-in. repeat, 2 1/8-in. border.

	Green	Rose	Gray	Price
Sidewall	76H5148X	76H5048X	76H5248X	\$1.70
Border	76H7148	76H7048	76H7248	7c
Ceiling	76H612X	76H612X	76H612X	\$1.40







### Clean-cut Leaf Design 80c <sup>single</sup> roll

**E** Modern woodland motif—a realistic approach to popular leaf design. Dramatic colors, subtle shadowing will flatter any room, harmonize with any furnishings. Simplicity accented by shapes, direction, coloring of leaves—clean-cut, open in effect. Heavy paper. 19-in. repeat, 2-in. border.

	White	Gray	Tan	Price
Sidewall	76 H 5120X	76 H 5220X	76 H 5020X	\$1.60
Border	76 H 7120	76 H 7220	76 H 7020	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40



### Accent on Texture 65c <sup>single</sup> roll

**F** A subtle, distinctive wallpaper for the special room where you want a change in decorating pace. Grasscloth-effect background with dainty sprays of flowering branches, silver accents—all lend an air of graciousness. Heavy-weight paper. 18-in. repeat, 2 1/4-in. border.

	Green	Blue	Orchid	Price
Sidewall	76 H 5224X	76 H 5124X	76 H 5024X	\$1.30
Border	76 H 7224	76 H 7124	76 H 7024	7c
Ceiling	76 H 608X	76 H 608X	76 H 608X	\$1.20

### Ordering Information

All papers on these pages pre-pasted and pre-trimmed for easy hanging. (See details, Pg. 10.) Also Fadeproof and plastic coated for extra washability. All sold in double rolls 18 in. wide, 16 yds. long; Ship. wt. 2 lbs. 8 oz. Border sold by the yard. Ship. wt. 1 oz.

### Decorating Hint

The hallway is the first sight to greet a visitor walking into your home. It expresses the personality of its owner. Wallpaper can supply the welcoming note. Because little time is spent in the hall, you need not fear a bold background. No matter how small the area, it is always possible to give it a distinctive, individual personality.

## QUICK, EASY PAPERHANGING

### Delightful Print 70c <sup>single</sup> roll

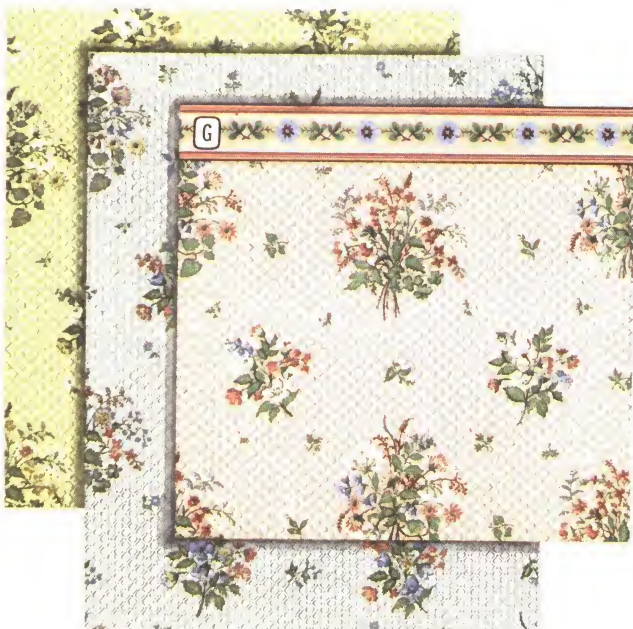
**G** A dainty flowered pattern with quilted-effect background—reminiscent of quaint old hand-blocked prints. A traditional theme, so fresh and airy that it's ideal for smaller rooms, yet has sufficient dignity for larger, more formal rooms too. Heavyweight paper. 22-in. repeat, 2 1/4-in. border.

	Pink	White	Yellow	Price
Sidewall	76 H 5214X	76 H 5014X	76 H 5114X	\$1.40
Border	76 H 7214	76 H 7014	76 H 7114	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

### Warmth and Freshness 80c <sup>single</sup> roll

**H** Modern treatment of a traditional idea. The informal pattern looks cheerful and cozy—an excellent design for warmth in breakfast area. Irregular basket weave background will help to hide any architectural defects. Heavy weight paper. 16-in. pattern repeat, 2 1/8-in. border.

	Yellow	Green	White	Price
Sidewall	76 H 5025X	76 H 5125X	76 H 5225X	\$1.60
Border	76 H 7025	76 H 7125	76 H 7225	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40





# DECORATING MAGIC FROM

## Graceful Blossom Trees on Texture 75c <sup>single roll</sup>

**A** The depth and charm of this paper are created by its muted colors, the light and airy effect of the trees, gold highlights in the trunks, silver and gold threads accenting the textured background. Unobtrusive coloring, a spacious feeling make it suitable for hall, living or dining room. Embossed, extra heavy. 19-in. repeat, 2½-in. border.

	Gray	White	Tan	Price
Sidewall.....	76 H 4233	76 H 4033	76 H 4133	\$1.50
Border.....	76 H 1233	76 H 1033	76 H 1133	7½c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

## Extremely Versatile Companion Paper 75c <sup>single roll</sup>

**B** Something new in wallpaper design—old wrought iron grillwork motifs done in the modern manner. With (A), it makes one of the most handsome combinations we've ever offered. Unusually versatile, design and colors are suitable for any room—even an elegant kitchen or bath. Embossed, extra heavy. 16-in. repeat, 2½-in. border.

	Gray	White	Tan	Price
Sidewall.....	76 H 4132	76 H 4032	76 H 4232	\$1.50
Border.....	76 H 1132	76 H 1032	76 H 1232	7½c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

## Springlike in Design and Color 50c <sup>single roll</sup>

**C** The fresh, clear colors and appealing simplicity create a room of beauty and taste. A graceful climbing design in tones enriched by touches of silver. Shadows of delicate ferns bring a breath of restfulness, and add dimension. Heavy paper. 19-in. repeat, 2-in. border. Regular rolls, or pre-pasted, trimmed. *State regular or pre-pasted.*

	Blue	Green	Gray	Regular	Pasted
Sidewall.....	76 H 4002	76 H 4102	76 H 4202	\$1.00	\$1.60
Border.....	76 H 1002	76 H 1102	76 H 1202	7c	7c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00	\$1.40

## Dainty Colonial Rose 60c <sup>single roll</sup>

**D** Shown on facing page. Correctly styled, beautifully printed, this rose medallion is reminiscent of lovely old hand-blocked papers. Its soft colors and antique frame design are beautiful in a bedroom, yet formal enough for hall or dining room. Blue and pink have a silk-like finish. Embossed, extra heavy. 4-in. repeat, 2½-in. border.

	Pink	White	Blue	Price
Sidewall.....	76 H 4009	76 H 4109	76 H 4209	\$1.20
Border.....	76 H 1009	76 H 1109	76 H 1209	7c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

## Victorian Charm for Modern Homes 60c <sup>single roll</sup>

**E** Shown on facing page. Delightfully Victorian in character but thoroughly modern in color, an appealing design useful in many rooms. However, it is especially smart in kitchen or dining area. Pink style is bright with copper accents—excellent for natural wood kitchens, with copper or brass. Heavy paper. 19-in. repeat, 2¼-in. border.

	White	Yellow	Pink	Price
Sidewall.....	76 H 4012	76 H 4112	76 H 4212	\$1.20
Border.....	76 H 1012	76 H 1112	76 H 1212	7c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

**The Textured Look.** If you dislike both the too-heavily figured walls of the past and the bleak modern look, solve your decorating problem by using a textured paper, alone or with a patterned paper. Wallpapers achieve texture through design and color, giving the effect of light and shadows on a rough surface. By their visual effect they create a sense of unity, and can set or accent your theme. Textures quiet the busy look of period rooms, and warm the modern look. Tweeds and weaves are among the most versatile of all the textures.



NINE NEW PAPERS

Striking Leaf, Skillfully Colored 75c <sup>single</sup>roll

F An impressionistic design to give style and individuality to your walls. Subtle coloring creates a flattering atmosphere for either modern or traditional furnishings. The ruggedness of its textured background is softened by gold accents; lovely leaf forms have a balanced, open effect. Embossed, extra heavy. 19-in. repeat, 2 1/8-in. border.

	Green	Tan	Gray	Price
Sidewall.....	76 H 4031	76 H 4131	76 H 4231	\$1.50
Border.....	76 H 1031	76 H 1131	76 H 1231	7 1/2c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

For a Richly Textured Effect 90c <sup>single</sup>roll

G A highly styled and distinctive weave design—yet one of the most useful and adaptable papers we've ever offered. It combines beautifully with other patterns. Used alone it will give you interesting walls, yet will harmonize with any type of furnishings. Has definite masculine appeal—excellent for den or game room. Embossed, extra heavy paper. 2 1/4-in. border. In pre-pasted and pre-trimmed rolls only.

	Green	Rose	Tan	White	Price
Sidewall...	76 H 5355X	76 H 5255X	76 H 5155X	76 H 5055X	\$1.80
Border.....	76 H 7355X	76 H 7255X	76 H 7155X	76 H 7055X	7c
Ceiling.....	76 H 612X	76 H 612X	76 H 612X	76 H 612X	\$1.40

Excellent for Patterned Furnishings 60c <sup>single</sup>roll

H A heavy, burlap-type paper which will add surface interest as well as color to your walls. Use it anywhere—its attractive pastels will blend with any color scheme, and make an ideal background for patterned furniture, draperies or rugs. Also striking when combined with patterned wallpaper. Embossed, extra heavy. 2 1/2-in. border.

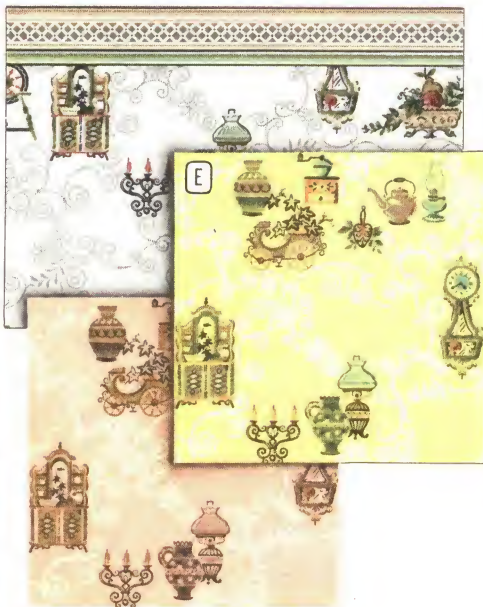
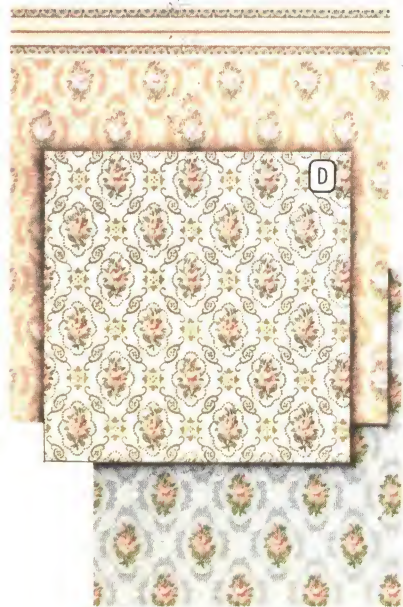
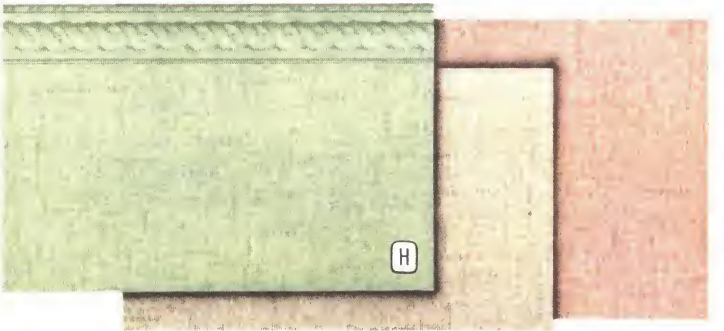
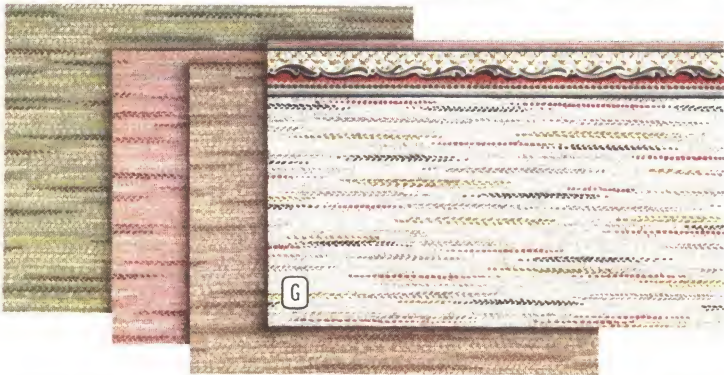
	Green	Gray	Rose	Price
Sidewall.....	76 H 5239	76 H 5039	76 H 5139	\$1.20
Border.....	76 H 7239	76 H 7039	76 H 7139	7c
Ceiling.....	76 H 612	76 H 612	76 H 612	\$1.00

For a Bright and Cheerful Bathroom 60c <sup>single</sup>roll

J A paper as casual as the gaily colored fish swimming unperturbed through the fishnet. Silver bubbles ascend, adding a festive touch to the design. The marine motifs' sparkling colors are adaptable to any scheme you may want in your powder room or bath. Heavy weight paper. 16-in. pattern repeat, 2 1/8-in. border. In choice of regular rolls, or pre-pasted and pre-trimmed. State regular or pasted.

	Gray	White	Pink	Black	Regular	Pasted
Sidewall...	76 H 4011	76 H 4111	76 H 4211	76 H 4311	\$1.20	\$1.80
Border.....	76 H 1011	76 H 1111	76 H 1211	76 H 1311	7c	7c
Ceiling.....	76 H 612	76 H 612	76 H 612	76 H 612	\$1.00	\$1.40

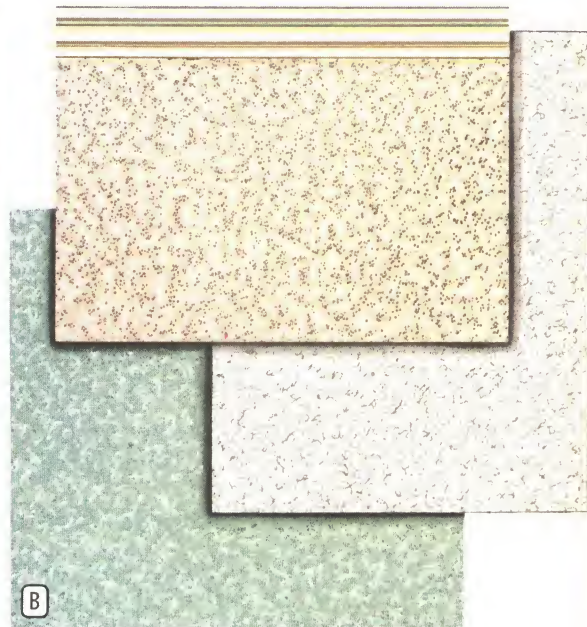
Ordering Information. All papers on these pages are Fade-proof and Washable. Pre-Pasted, Pre-Trimmed papers are plastic coated for extra washability. (For more details on these papers, see Pg. 10.) Regular papers have Trim-Easy Edges for quicker, easier hanging. Sidewall and ceiling are sold in double rolls 18 inches wide, 16 yards long; ship. wt. 2 lbs. 8 oz. per roll. Border is sold by the yard; ship. wt. 1 oz. each.







# HANDSOMELY STYLED



## A Combination High in Style, Low in Cost 65c, 60c <sup>single roll</sup>

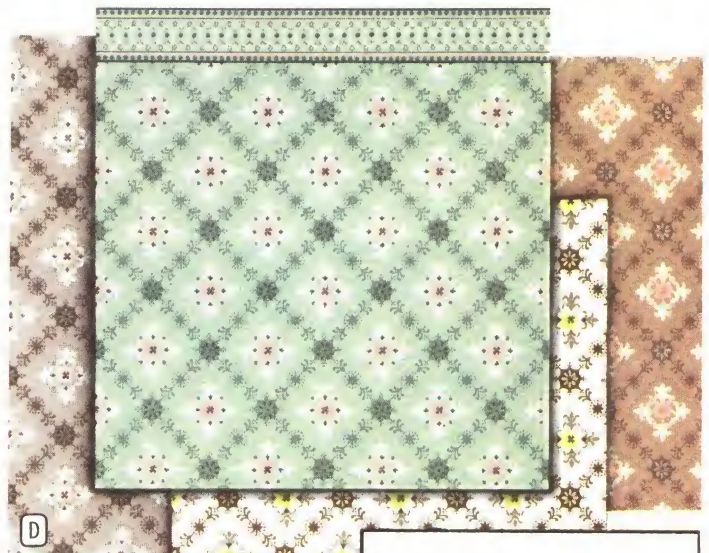
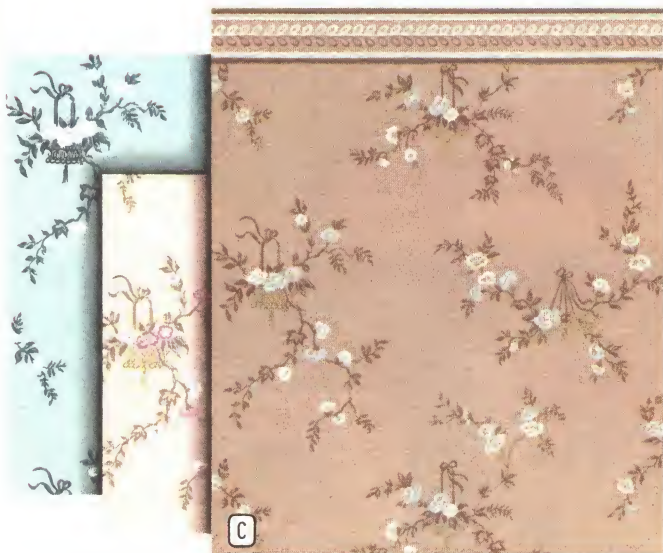
**A** Delicately drawn, impressionistic in style, this lovely floral has the effect of a hand-screened print—and at a fraction of the cost. With its companion (B), it provides an exciting background for either modern or traditional schemes. Gold highlights all three colors. Rice cloth background matches (B). Heavy weight. 19-in. repeat, 2-in. border.

	White	Pink	Aqua	Price
Sidewall	76 H 4021	76 H 4121	76 H 4221	\$1.30
Border	76 H 1021	76 H 1121	76 H 1221	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

**B** Like rich-looking rice-cloth—a brand new wall fashion, the latest thing in textured effects. An excellent foil for its companion (A)—or used alone the subtle surface interest provides a perfect background for pictures, patterned fabrics, furniture. So much more interesting to live with than plain colored walls. Gold flecked. Heavy weight. 2-in. border.

	White	Pink	Aqua	Price
Sidewall	76 H 4013	76 H 4113	76 H 4213	\$1.20
Border	76 H 1013	76 H 1113	76 H 1213	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

ALL WASHABLE, FADEPROOF. ALL REGULAR ROLLS EXCEPT (H), WHICH COMES REGULAR OR PRE-PASTED



## For Charming Dignity 70c <sup>single roll</sup>

**C** Slightly formal yet so gracious. Pink and blue make elegant bedrooms—tan is handsome in the living area. Gold on tan, pink; silver on blue. Heavy weight. 16-in. repeat, 2½-in. border.

	Pink	Tan	Aqua	Price
Sidewall	76 H 4027	76 H 4127	76 H 4227	\$1.40
Border	76 H 1027	76 H 1127	76 H 1227	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## Has a Neat and Orderly Air 50c <sup>single roll</sup>

**D** Provincial in origin but executed in smart, modern styling—a design with a neat, well-ordered look. Provides a fine setting for French Provincial, Early American, Eighteenth Century or informal modern furniture. Good for small rooms. Tan, gray and green have sparkling gilt touches. Heavy weight paper. 2½-in. medallion, 2½-in. border.

	Brown	White	Gray	Green	Price
Sidewall	76 H 4003	76 H 4103	76 H 4203	76 H 4303	\$1.00
Border	76 H 1003	76 H 1103	76 H 1203	76 H 1303	7c
Ceiling	76 H 612	76 H 612	76 H 612	76 H 612	1.00

**Exception to the rule** that large rooms take large wall-paper patterns: one in which walls are badly broken up by doors, windows, etc. A large scaled design would be constantly interrupted. In such a room it's better to use a small pattern which will adapt itself to the size of the broken wall space.



# TO CREATE STRIKING INTERIORS



## Delightfully Different 70c <sup>single</sup> roll

**E** A paper which will give your walls the greatest individuality, yet provide a most livable atmosphere. Smartly executed, clean-cut leaf motif, fresh new colorings make this a top contemporary pattern. Pebble embossing, grasscloth-effect background. Secondary design in gold adds life to darkest room. Extra-heavy. 19-in. repeat, 2 1/8-in. border.

	Gray	Tan	Green	Price
Sidewall	76 H 4026	76 H 4126	76 H 4226	\$1.40
Border	76 H 1026	76 H 1126	76 H 1226	7 1/2c
Ceiling	76 H 612	76 H 612	76 H 612	1.00



## A Happy Choice Anywhere 55c <sup>single</sup> roll

**F** Here's a delightfully decorative floral with its own engaging personality—so charming and gay. Modern in design and traditional in theme, the timeless appeal of this pattern makes it ideal for any home decorating plan. Each delicate spring bouquet is subtly touched with gold highlights. Heavy weight. 16-in. repeat, 2-in. border.

	White	Blue	Tan	Price
Sidewall	76 H 4010	76 H 4110	76 H 4210	\$1.10
Border	76 H 1010	76 H 1110	76 H 1210	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

**Boldly Flowered** draperies should not be hung against wallpaper which has much design. If you feel the wall opposite the windows needs a strong pattern, choose wallpaper in the same spirit and color as the draperies, hang it on the wall opposite the windows, or on all three walls, and do window wall in a plain paper.

ALL IN DOUBLE ROLLS 18 IN. WIDE, 16 YDS. LONG. WT. 2 LBS. 8 OZ. BORDER SOLD BY YARD, WT. 1 OZ.



## Deeply Embossed 65c <sup>single</sup> roll

**G** One of the most useful papers we've ever offered. Combines beautifully with other patterns. Alone, its heavy gold-streaked texture produces interesting walls, yet is subdued enough for furnishings of any type. Easy to hang—requires no matching. Extra-heavy paper. 2 1/4-in. border.

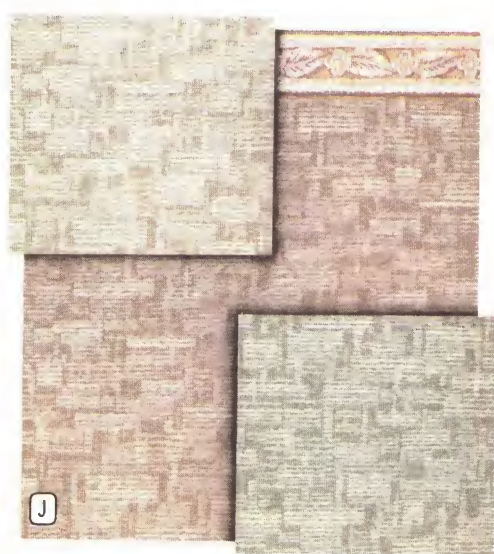
	Warm Gray	Rose	Cool Gray	Price
Sidewall	76 H 5033	76 H 5133	76 H 5233	\$1.30
Border	76 H 7033	76 H 7133	76 H 7233	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00



## Bright and Imaginative 65c <sup>single</sup> roll

**H** A clever and fanciful design inspired by the quaint Pennsylvania Dutch tiles. Wears well in much-used rooms—excellent for dining area, kitchen or hallway. Heavy weight paper. 2 1/2-in. repeat, 2 1/8-in. border. In choice of regular rolls or pre-pasted, trimmed. State regular or pasted.

	Brown	Aqua	Gray	Reg.	Pasted
Sidewall	76H4016	76H4116	76H4216	\$1.30	\$1.90
Border	76H1016	76H1116	76H1216	7 1/2c	7 1/2c
Ceiling	76H612	76H612	76H612	1.00	1.40



## Tailored Texture 60c <sup>single</sup> roll

**J** Modified basket-weave texture with threads of gold—casual yet tailored enough for any decorating scheme. Colors and pattern ideal for rooms where illusion of space is needed. Embossed, extra-heavy paper. 2 3/4-in. border.

	Tan	Rose	Gray	Price
Sidewall	76 H 4015	76 H 4115	76 H 4215	\$1.20
Border	76 H 1015	76 H 1115	76 H 1215	7 1/2c
Ceiling	76 H 612	76 H 612	76 H 612	1.00





**Use Borders** to make an informal room a bit unusual. Outline windows or doors, or place atop baseboard or dado, when a note of gaiety is desired.

Sidewall, Ceiling in Double Rolls 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. Borders sold by the yard. Ship. wt. 1 oz.



**Gay Farm Motif 75c** single roll

**C** Neat plaid has orderly air so desirable in much used rooms. The regularity of the plaid is broken by refreshing figures in stylized farm scenes and gay potted flowers. Never becomes tiresome. Silver lines enrich gray and yellow colorings. Heavy paper. 19-in. pattern repeat, 2 1/8-in. border. Pre-pasted, pre-trimmed rolls only.

	Yellow	Gray	White	Price
Sidewall	76 H 5218X	76 H 5018X	76 H 5118X	\$1.50
Border	76 H 7218X	76 H 7018X	76 H 7118X	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

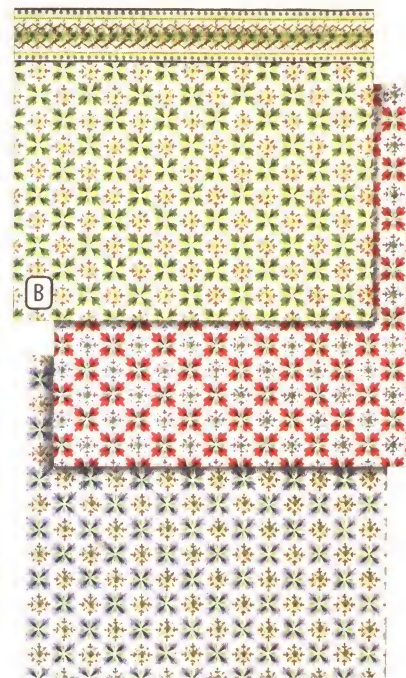
18 WARDS CBASK2



**Damask-Like Design 70c** single roll

**A** Large, heavily embossed floral pattern in soft pastels and neutral tones, gives room a light airy effect. An excellent background for furnishings of any style, but especially for traditional rooms. Extra-heavy, embossed paper. Regular rolls only. 13-in. repeat. 2-in. border.

	Tan	Green	Pink	Price
Sidewall	76 H 4024	76 H 4124	76 H 4224	\$1.40
Border	76 H 1024	76 H 1124	76 H 1224	7 1/2c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00



**Warm, Hospitable Charm 70c** single roll

**B** Familiar style, always a favorite—provincial print in a new variation. Perfect for smaller homes of today. Modest and appealing in design and color, it has an atmosphere of informal friendliness. Heavy paper. 1-in. motifs. 2 1/8-in. border. Pre-pasted, pre-trimmed rolls only.

	Green	Red	Blue	Price
Sidewall	76 H 5121X	76 H 5221X	76 H 5021X	\$1.40
Border	76 H 7121X	76 H 7221X	76 H 7021X	7c
Ceiling	76 H 612X	76 H 612X	76 H 612X	\$1.40

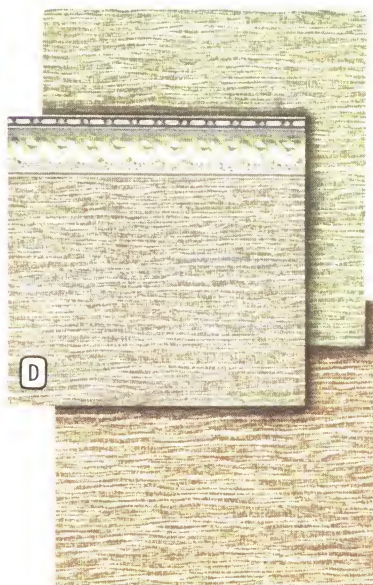
## DESIGNED FOR INTEREST

Traditional Themes With Unique Modern Interpretation

**Realistic Texture 65c** single roll

**D** Ever-popular grasscloth is always important in wall fashions. Excellent in any room, with any style furnishings. Interesting, gold-flecked texture—muted colors are neutral, always harmonious. Attractive as companion paper. Embossed, extra heavy. 2 1/2-in. border. Regular rolls.

	Gray	Green	Tan	Price
Sidewall	76 H 5045	76 H 5145	76 H 5245	\$1.30
Border	76 H 7045	76 H 7145	76 H 7245	7c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00



**Quilted Background 45c** single roll

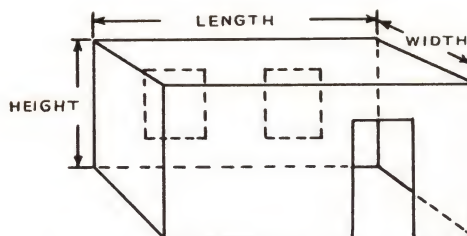
**E** Fresh colors and appealing simplicity of this small floral create a pleasant, tasteful room. Quilted-effect background lends a three-dimensional appearance to dainty bouquets. A conventional design with bright new touches. Heavy paper. 16-in. repeat, 2 1/4-in. border. Regular rolls.

	Yellow	Blue	Pink	Price
Sidewall	76 H 4004	76 H 4104	76 H 4204	90c
Border	76 H 1004	76 H 1104	76 H 1204	7c
Ceiling	76 H 608	76 H 608	76 H 608	90c





# HOW TO ORDER YOUR WALLPAPER



## For Average Size Rooms Use the Chart Below

This convenient chart will tell you exactly how many double rolls of sidewall and ceiling wallpaper you need, as well as how many yards of border. The chart is based on rooms with average window and door openings. Deductions have been made for these openings, and allowances also have been made for any normal waste incurred in matching. You need not order extra rolls. If your rooms are not of the sizes listed in the chart below, use the simple method explained at right.

SIZE OF ROOM IN FEET	ROLLS OF SIDEWALL NEEDED		YARDS OF BORDER	DOUBLE ROLLS CEILING
	Double Rolls 18 inches wide, 16 yards long			
	8 or 9 Feet High	10 or 11 Feet High		
8 by 8	4	5	12	1
8 by 10	4	5	14	2
8 by 12	5	6	15	2
8 by 14	5	6	16	2
9 by 10	5	5	14	2
9 by 12	5	6	16	2
9 by 14	5	7	17	2
9 by 16	6	7	18	3
10 by 10	5	6	15	2
10 by 12	5	6	16	2
10 by 14	6	7	18	3
10 by 16	6	8	19	3
12 by 10	5	6	18	3
12 by 12	6	7	19	3
12 by 14	6	8	21	4
12 by 16	7	8	22	4
13 by 14	6	8	20	3
13 by 15	7	8	21	4
13 by 16	7	9	21	4
13 by 18	8	9	22	4
14 by 14	7	8	20	4
14 by 15	7	9	21	4
14 by 16	7	9	22	4
14 by 18	8	10	23	4

## Method for Unusual Size Rooms

If your room size is not listed in the chart at left, use this simple method of measuring. Allowances have been made for matching and normal waste.

1. **Determine the amount of your wall space.** Measure the distance in feet around the room: length+width+length+width. (Example: 17+9+17+9=52 feet.) Multiply this total by the height of the wall. (Example, if room is 10 ft. high: 52 x 10=520 sq. ft.) You have 520 square feet of wall space.
2. **Deduct for openings** such as doors, windows, mantels, etc. Multiply the width of of each opening by the height by the number of such openings to get the square feet of openings. (Example: 3 feet wide x 5 ft. high x 2 windows=30 sq. ft. of window space. 4 ft. wide x 8 ft. high x 1 door=32 sq. ft. of door space.) Add square feet of all openings together. (Example: 30+32=62 sq. ft.) Subtract square feet of openings from total sq. ft. of wall area, found in Step 1. (Example: 520-62=458 sq. ft.) Thus, wall area to be papered is 458 sq. ft.
3. **To determine the amount of ceiling area,** multiply the length by the width. (Example: 17x9=153 sq. ft. of ceiling to be papered.)

## Figuring Number of Rolls Needed

**18-Inch Paper.** Divide the square feet of wall area to be papered by 60 (number of sq. ft. in an 18-in. double roll) to get number of double rolls to order.

**24-Inch Wall Oilcloth.** Divide square feet of wall area to be covered by 30 (number of sq. ft. in a single roll of 24-in. Wall Oilcloth) to get number of single rolls.

**For amount of border and wainscoting** measure the distance in feet around the room, add a 3-foot allowance for matching and spoilage, and divide by 3 to get the number of yards of border and wainscoting needed. (Example: 11+11+13+13=48 ft.+3-ft. allowance=51 feet. Total of 51 feet divided by 3=17 yards of border or wainscoting to order.)

**NOTICE.** For the most accurate service and for your benefit, be sure to use the enclosed order blank. State pattern, ceiling and border numbers listed for each. For patterns on which there is a choice of Regular or Pre-Pasted and Pre-Trimmed rolls, be sure to state your choice. To receive a copy of our complete, illustrated instructions on paperhanging, check the space provided on your order blank.

## WARDS GUARANTEED PAPERS AVAILABLE ON MONTHLY PAYMENT PLAN

### Wards Guarantee

Each run of every exclusive paper Wards sell is rigidly tested for the features advertised: Fadeproof and Washable qualities, true colors, perfect reproduction of design, highest paper standards. Therefore we guarantee all Wards Wallpapers to be free from defects in materials and workmanship. Should Wards Wallpapers fail to give the service you have a right to expect, we will refund your money, including any shipping charges you may have paid.

### Wards Plan for Home Improvement

Don't let lack of ready cash keep you from redecorating or remodeling. Enjoy home improvements with Wards Monthly Payment Plan and "Operation Home Improvement." OHI is sponsored by the U.S. Government and private industry.

"Operation Home Improvement" is made-to-order for Ward customers who do their own redecorating. No down payment—low monthly payments, just order total of \$100 or more on one order. Use regular but separate order blank, fill in requested credit information and write in plainly, "Wards Home Improvement Plan." (Please do NOT mix Home Improvement Plan orders with other items on same order.) For other items included under this plan, see General Catalog.

**Wards Monthly Payment Plan** lets you buy now and pay later in convenient low monthly payments. Just 10% down on any order of \$20 or more enables you to buy what you need, when you need it. Full detail in Wards General Catalog.

### How to Figure the Amount of Your Postage

Prices do not include shipping charges. Be sure to figure total shipping weight of Wallpaper and Tools and add cost of shipping to the total amount of order. See chart below for amount of postage needed. Rates are subject to any changes made by the Post Office Department.

Shipping Weight	In City Local Zone	Zones 1 & 2 Not Over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1000 Miles
1 lb. ....	18c	23c	23c	24c	26c
2 lbs. ....	20c	27c	29c	31c	36c
3 lbs. ....	21c	31c	34c	38c	45c
4 lbs. ....	23c	35c	39c	45c	54c
5 lbs. ....	24c	39c	44c	52c	63c
10 lbs. ....	32c	59c	70c	87c	\$1.10
15 lbs. ....	39c	79c	96c	\$1.21	1.56
20 lbs. ....	46c	99c	\$1.21	1.56	2.02
30 lbs. ....	61c	\$1.38	1.73	2.25	2.95
40 lbs. ....	75c	1.78	2.24	2.94	3.87
50 lbs. ....	90c	2.17	2.76	3.63	4.80
60 lbs. ....	\$1.04	2.57	3.27	4.32	5.72
70 lbs. ....	1.19	2.96	3.79	5.01	6.65

## VERY IMPORTANT NOTICE

As this Catalog goes to press we expect that it will remain in effect until January 1, 1958. We believe that the wallpaper selections and prices will be unchanged during that period, so please save the Catalog to use again, or to lend to your friends. However, we reserve the right to reduce or increase prices without notice.

### Your Extra Wallpaper Has Many Practical Uses

If you have a roll or so left over when you have finished papering we suggest that you keep this extra wallpaper and put it to work. It means economy—you can use it later, on worn or spoiled spots. It can also add charm to your rooms: cover a screen to make it decorative...cut out designs for "decals" or place mats. These and other ideas are illustrated in Wards leaflet, "New Uses for Extra Wallpaper". Your copy will be sent on request.

### Wards Illustrated Leaflet Shows How to Hang Paper

To receive full directions on the best method of hanging wallpaper either check the space on your order blank or write, requesting the leaflet, "It's Easy to Hang Wards Wallpaper." It gives complete instructions on every step of paperhanging and is fully illustrated; has many hints for attaining a professional-looking job. Ideas for creating unique effects with wallpaper and borders are also included.



# Tools and Supplies for Quick, Easy Paperhanging



**Joint Tape.** (See picture left.) Use with cement and broad knife (below) to cover butt or channel joints in wallboard.  
75 H 5438—75-Ft. x 2-IN. WIDE ROLL. Ship. wt. 10 oz....39c  
75 H 5439—250-Ft. x 2-IN. WIDE ROLL. Ship. wt. 2 lbs....95c

**Joint Cement.** Fills cracks, holds tape in place. Mix with water; apply with broad knife. Use 5 lbs. with 75-ft. tape.  
75 H 5375 L—5 Lbs. With instructions. Ship. wt. 6 lbs....69c

**Broad Knife.** (Left.) Use to apply joint cement. Shaped handle.  
75 H 5399—6-in. steel blade. Ship. wt. 8 oz....79c

**1 Patching Plaster.** Fills plaster cracks, holes. Mix with water.  
75 H 5830 L—5 Lbs. Wt. 6 lbs....39c

**2 Wall Size.** Apply before papering for better adhesion of paper. Makes for a smoother, cleaner job.  
75 H 5931—1 Lb. Wt. 1 lb. 8 oz....29c

**3 Wallpaper Paste.** Spreads evenly, won't lump. One pound pastes 6 double rolls.  
75 H 5300—2 Lbs. Wt. 3 lbs....39c  
75 H 5301 L—5 Lbs. Wt. 6 lbs....89c

**United Wallpaper Paste.** Non-staining, odorless. Recommended for deep-tone papers. Package contains 6 double rolls and matching borders.  
75 H 5302—5¼-Oz. Pkg. Wt. 6 oz....69c

**Wallpaper Remover.** Easy to use. Won't harm walls or skin. Makes 2½ gal.  
75 H 5304—Pint. Wt. 2 lbs. 6 oz....55c

**Wallpaper Cleaner.** Non-crumbly type. Cleans wallpaper, flat paint, window shades, etc.  
75 H 5910—40-oz. Can. Wt. 3 lbs. 59c

**4 Wallpaper Paste Brush.** 100% white Tampico fiber. Width 7 in.  
75 H 5308—Ship. wt. 1 lb. 4 oz....69c

**5 Paste Brush.** Palma fiber 40%; horsehair 60%. Width 7 inches.  
75 H 5311—Ship. wt. 1 lb. 6 oz....\$1.75

**6 Wallpaper Shears.** 12 in. long.  
75 H 5337—Wt. 1 lb. 14 oz....\$2.49

**7 2-in. Seam Roller.** Oval. Maple.  
75 H 5334—Ship. wt. 9 oz....59c

**8 9 10 Casing Knives.** All with steel wheel blades.

**SAWTOOTH TYPE.** With 1½-in. wheels.  
(8) 75 H 5324—Use around doors. Ship. wt. 5 oz....59c

(9) 75 H 5328—With trim blade for cutting corners. Otherwise like (8). Ship. wt. 4 oz....69c

**SMOOTH TYPE.** With 2-in. wheels.  
(10) 75 H 5323—With Thumb and Finger Guard. Ship. wt. 5 oz....79c

75 H 5326—Like (10) but without guard. Ship. wt. 4 oz....65c

**Trim Knife.** Keen steel blade.  
(11) 75 H 5362—Ship. wt. 4 oz....75c

**12 Steel Putty Knife.** Mirror finish.  
75 H 5358—Bolstered. Wt. 6 oz. 85c

**13 Steel Wall Scrapers.** Remove wall-paper, paint. Walnut handles.  
75 H 5353—Mirror Finish. Bolstered. Ship. wt. 7 oz....\$1.19

75 H 5352—Ground Finish. Not bolstered. Ship. wt. 7 oz....79c

**14 15 16 Smoothing Brushes.** Width 12 in. 3 qualities:

(14) Horsehair bristles, 2 in. long.  
75 H 5319—Ship. wt. 12 oz....\$1.35

(15) Pure Hog bristles, 2½ in. long. Bristles set in rubber.  
75 H 5314—Ship. wt. 12 oz....\$4.50

(16) Tampico fiber bristles, 2 in. long.  
75 H 5320—Ship. wt. 12 oz....59c

**17 Papering Kits.** Contains: 12-in. smoothing brush; 6-in. paste brush; steel wall scraper; 1½-in. wheel knife; 1½-in. maple seam roller; plumb bob; cord; chalk.

**Best Quality.** Palma fiber brushes.  
75 H 5348—Wt. 2 lbs. 8 oz....Kit \$2.55

**Better Quality.** Tampico fiber.  
75 H 5350—Wt. 2 lbs. 4 oz....Kit \$1.69

**18 Wallpaper Trimmer,** zinc cutting strip. 5-ply laminated wood, 6-ft. straight-edge with brass track, edge. Swedish tool steel 2-in. rotary blade.  
75 H 5381 MO—Ship. wt. 6 lbs. \$12.45

**19 Folding Wallpaper Paste Table.** Professional type. Select, seasoned wood. Steel cross-braces. Extension board brackets hold 7½-in. board for work with wide papers. Rests hold straight edge ruler when not in use. Zinc cutting strip. Height 32 in. Width 24 in. Folds to 11¼ in. tool space inside. Length 6 ft.  
75 H 5393 R—Wt. 30 lbs. Not Mail. \$15.45

**Zinc Cutting Strip.** 3 in. x 6 in. long.  
75 H 5383—Ship. wt. 2 lbs. Mail. ea. 65c

**20 Folding Maple Trestles.** Make paste table with paste board below. Height adjusts from 31 to 33¼ in. Fold flat to carry. Ship. wt. 8 lbs.  
75 H 5396 M—Mailable....Pair \$3.45

**Hinged Paste Board.** Warp-resistant. ½-in. boards. Reinforced cutting edge, zinc cutting strip. Width open 22½ in.; closed 11¼ in. Lgth. 6 ft. Not Mail.  
75 H 5388 R—Ship. wt. 18 lbs....\$7.95

**21 Wood Extension Planks.** Telescope type planks with wood end blocks. Stronger, lighter than solid board. Slide, open and close easily. Not Mail.

**5 Ft. Long.** Extends from 5¼ to 8¼ Ft.  
75 H 6897 R—Ship. wt. 25 lbs....\$8.75

**6 Ft. Long.** Extends from 6¼ to 10¼ Ft.  
75 H 6898 R—Ship. wt. 30 lbs....10.95

**8 Ft. Long.** Extends from 8¼ to 14 Ft.  
75 H 6899 R—Ship. wt. 45 lbs....14.50

**22 Steady Platform Ladder.** Entire foot fits on large, hinged platform step. Front ladder legs act as guide rails. Select ladder stock wood riveted to steel trusses and braces. Folding tray for buckets, brushes, etc. Not Mailable.

75 H 6860 R—4½-Ft. Size. Ship. wt. 19 lbs....\$10.95

75 H 6861 R—5½-Ft. Size. Ship. wt. 24 lbs....11.95





# ORDERING INFORMATION FOR HEAVY-WEIGHT PAPER SAMPLE

**Fadeproof, Washable, Extra-strong Paperstock, Trim-easy Edge**

A delightful paper in every way, this clearly defined chintz is as engaging and light-hearted as a spring garden. An ageless floral theme carried out with a fresh approach—its gaiety and charm will give new life to any room. Although casual and effortless in appearance, it is a basically well-ordered design—one which seems to take a cue from your furnishings to make an appropriate setting for any decorating period, to suit any mood. Moreover, it will never become tiresome.

Choice of three lovely colorings to blend with any interior scheme; Aqua (shown), a new and exciting background color; delicate Pink with rose, white and gray; and Gray with blue, pink, yellow and touches of black for accent. All have gleaming gold highlights. Sidewall and Ceiling sold in Double Rolls 18 in. wide and 16 yards long. Ship. wt. 2 lbs. 8 oz. Attractive border, 2½ in. wide, is sold by the yard. Ship. wt. 1 oz. per yard. This paper comes in Regular Rolls only:

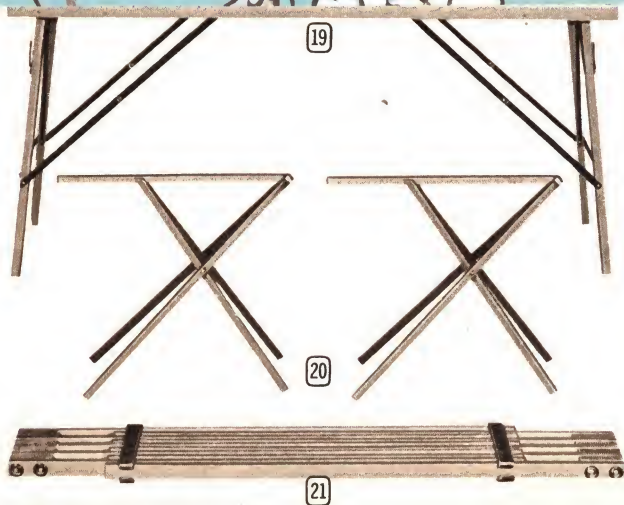
Chintz	Aqua	Pink	Gray	Price
Sidewall	76 H 4108	76 H 4008	76 H 4208	\$1.10
Border	76 H 1108	76 H 1008	76 H 1208	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE

Page 21 WARDS CBASK







20 WARDS CBASK

(10) 75 H 5323—With Thumb and Finger Guard. Ship. wt. 5 oz. ....79c  
75 H 5326—Like (10) but without guard. Ship. wt. 4 oz. ....65c

(11) **Trim Knife.** Keen steel blade.

75 H 5362—Ship. wt. 4 oz. ....75c

flat to carry. Ship. wt. 8 lbs.

75 H 5396 M—Mailable. ....Pair \$3.45

**Hinged Paste Board.** Warp-resistant. 1/2-in. boards. Reinforced cutting edge, zinc cutting strip. Width open 22 1/2 in.; closed 11 1/4 in. Lgth. 6 ft. *Not Mail.*  
75 H 5388 R—Ship. wt. 18 lbs. ....\$7.95

(21) **Wood Extension Planks.** Telescope type planks with wood end blocks. Stronger, lighter than solid board. Slide, open and close easily. *Not Mail.*

**5 Ft. Long.** Extends from 5 1/4 to 8 1/4 Ft.

75 H 6897 R—Ship. wt. 25 lbs. ....\$8.75

**6 Ft. Long.** Extends from 6 1/4 to 10 1/4 Ft.

75 H 6898 R—Ship. wt. 30 lbs. ....10.95

**8 Ft. Long.** Extends from 8 1/4 to 14 Ft.

75 H 6899 R—Ship. wt. 45 lbs. ....14.50

(22) **Steady Platform Ladder.** Entire foot fits on large, hinged platform step. Front ladder legs act as guide rails. Select ladder stock wood riveted to steel trusses and braces. Folding tray for buckets, brushes, etc. *Not Mailable.*

75 H 6860 R—4 1/2-Ft. Size. Ship. wt. 19 lbs. ....\$10.95

75 H 6861 R—5 1/2-Ft. Size. Ship. wt. 24 lbs. ....11.95





# ORDERING INFORMATION FOR EMBOSSED, EXTRA-HEAVY PAPER SAMPLE

All Papers of This Fine Quality Are Fadeproof, Washable

Highly styled and distinctive new pattern, yet is one of the most useful and adaptable papers we have ever offered. The lovely leaf motif and pebbled embossing will give you such interesting walls; however it is subdued enough to harmonize with furnishings of any type. Lacy gold leaves will give extra sparkling life to your entire decor. Suitable in size for either large or small rooms—combines beautifully with plain companion papers.

In three delightful colorings; Tan (shown); Green with light green and gold leaves, darker green and white accents; smart Gray with pink and gold leaves, touches of white, darker gray. Sidewall and Ceiling in Double Rolls 18 in. wide, 16 yards long. Ship. wt. 2 lbs. 8 oz. Border 2½ in. wide, sold by the yard. Ship. wt. 1 oz. per yard. Comes in both Regular Rolls or Pre-Pasted and Pre-Trimmed. *State regular or pasted.*

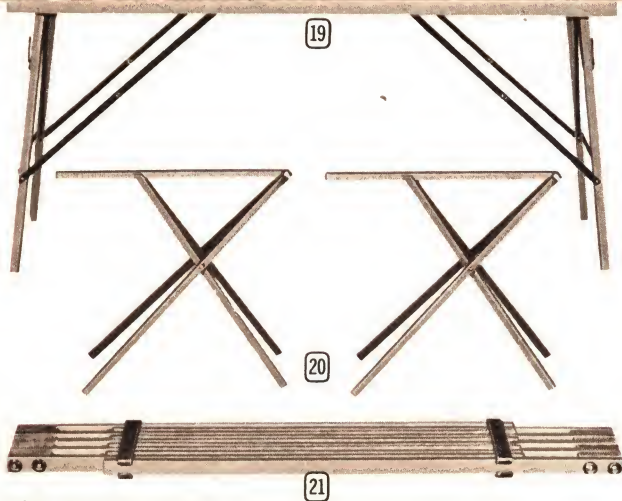
Embossed	Tan	Gray	Green	Reg.	Pasted
Sidewall	76 H 4029	76 H 4129	76 H 4229	\$1.40	\$2.00
Border	76 H 1029	76 H 1129	76 H 1229	7½c	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00	1.40

SEE FRONT OF THIS SHEET FOR THE PATTERN DESCRIBED ABOVE

Page 23 WARDS CBASK







20 WARDS CBASK

(10) 75 H 5323—With Thumb and Finger Guard. Ship. wt. 5 oz.....79c  
75 H 5326—Like (10) but without guard. Ship. wt. 4 oz.....65c

(11) **Trim Knife.** Keen steel blade.  
75 H 5362—Ship. wt. 4 oz...75c

flat to carry. Ship. wt. 8 lbs.  
75 H 5396 M—Mailable....Pair \$3.45

**Hinged Paste Board.** Warp-resistant. 1/2-in. boards. Reinforced cutting edge, zinc cutting strip. Width open 22 1/2 in.; closed 11 1/4 in. Lgth. 6 ft. *Not Mail.*  
75 H 5388 R—Ship. wt. 18 lbs...\$7.95

(21) **Wood Extension Planks.** Telescope type planks with wood end blocks. Stronger, lighter than solid board. Slide, open and close easily. *Not Mail.*  
**5 Ft. Long.** Extends from 5 1/4 to 8 1/4 Ft.  
75 H 6897 R—Ship. wt. 25 lbs.....\$8.75  
**6 Ft. Long.** Extends from 6 1/4 to 10 1/4 Ft.  
75 H 6898 R—Ship. wt. 30 lbs.....10.95  
**8 Ft. Long.** Extends from 8 1/4 to 14 Ft.  
75 H 6899 R—Ship. wt. 45 lbs.....14.50

(22) **Steady Platform Ladder.** Entire foot fits on large, hinged platform step. Front ladder legs act as guide rails. Select ladder stock wood riveted to steel trusses and braces. Folding tray for buckets, brushes, etc. *Not Mailable.*  
75 H 6860 R—4 1/2-Ft. Size. Ship. wt. 19 lbs...\$10.95  
75 H 6861 R—5 1/2-Ft. Size. Ship. wt. 24 lbs....11.95







# TONES AND TEXTURES FOR UNUSUAL NEW EFFECTS

All papers on this page are Fadeproof, Washable. Sidewall, ceiling sold in Double Rolls 18 in. wide, 16 yds. long. Ship. wt. 2 lbs. 8 oz. Borders sold by yard. Ship. wt. 1 oz.

**Decorating Hint.** Not all plain papers make a small room look larger. Cool, deep shades—blues and greens—with light color notes in the furnishings against them, will create an illusion of size. Warm reds and yellows seem to bring the walls of a room together, giving an air of intimacy, closeness.

## For Decorating Versatility 55c <sup>single roll</sup>

**A** Has many useful possibilities. Deep embossing and soft tones provide much more interesting background than plain walls, yet are subdued enough to harmonize with any style or color. All-over design suitable for any room. Excellent for use with patterned wallpaper or furnishings, and with pictures. Extra heavy paper. 2 1/2-in. border.

	Gray	Green	Tan	Price
Sidewall	76 H 5047	76 H 5147	76 H 5247	\$1.10
Border	76 H 7047	76 H 7147	76 H 7247	7c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00

## Deeply Embossed Floral 70c <sup>single roll</sup>

**B** Simple design and pastel colors to give your room a light, airy effect. Feeling of texture is emphasized by both printing and heavy, detailed embossing. Goes with any color scheme—especially good with traditional styles. Practically unlimited as to use—either in bedrooms, halls or living area. Extra heavy. 16-in. repeat, 2-in. border.

	Tan	Gray	Green	Price
Sidewall	76 H 4025	76 H 4125	76 H 4225	\$1.40
Border	76 H 1025	76 H 1125	76 H 1225	7 1/2c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00

## For Gay, Festive Walls 45c <sup>single roll</sup>

**C** This imaginative, gaily colored paper delights a boy's heart, and appeals to grown-ups as well. Ideal for children's playroom, adults' recreation area, or a young boy's bedroom. Will also make a gay and distinctive kitchen or dinette. The scheme set by the paper can be easily carried out in other room accessories. For a most effective combination use with pine panels, below. Heavy paper, 19-in. repeat. 2 1/8-in. border.

	Gray	Tan	Blue	Price
Sidewall	76 H 5208	76 H 5008	76 H 5108	90c
Border	76 H 7208	76 H 7008	76 H 7108	7c
Ceiling	76 H 608	76 H 608	76 H 608	90c

## Knotty Pine Panels 70c <sup>single roll</sup>

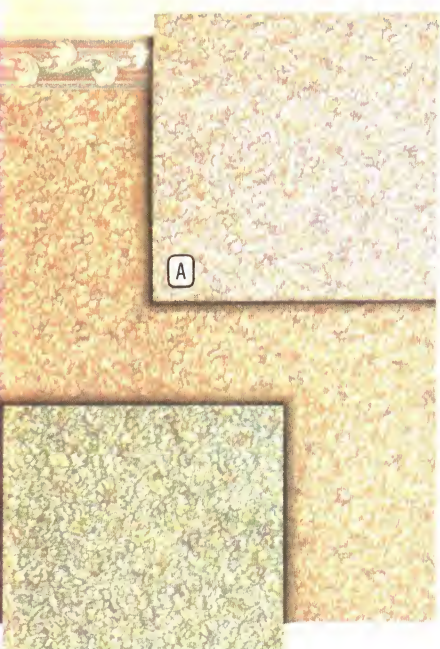
**D** A paper which gives walls the appearance of expensive pine paneling at a fraction of the cost. Reproduced from photographs of actual pine paneled walls, and accurately colored. You can attain added realism by applying a coat of wax or clear lacquer to the paper. Heavy weight paper. 2 1/4-in. border.

	Tan	Gray	Red	Price
Sidewall	76 H 4223	76 H 4123	76 H 4023	\$1.40
Border	76 H 1223	76 H 1123	76 H 1023	7 1/2c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00

## For a Realistic Effect 65c <sup>single roll</sup>

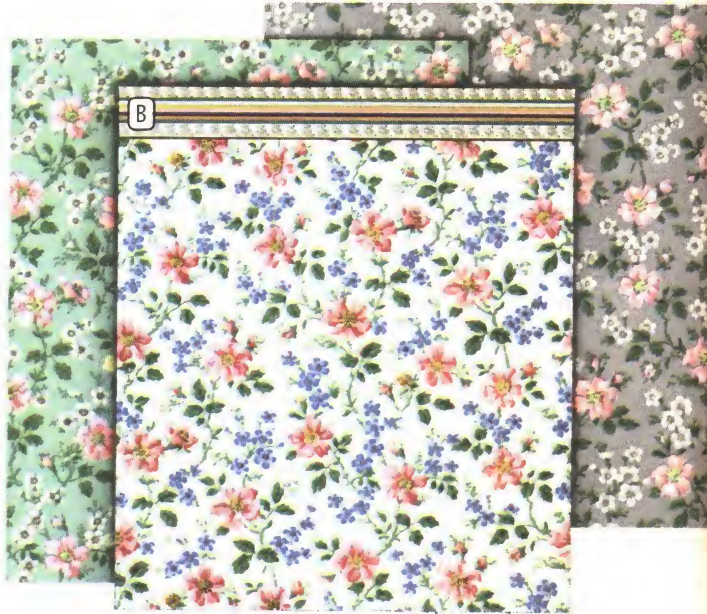
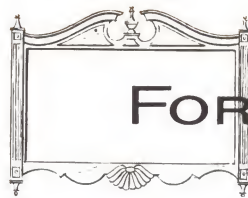
**E** Has appearance of real brick masonry, yet costs so much less. Give your home a new look—use it to simulate a brick wall, make an outstanding alcove, or modernize a fireplace. Ideal in kitchen or play room. As wainscoting, can be an unusual decorative asset. Embossed, extra heavy. Bricks 2 3/4 in. deep, 2 1/2-in. border.

	Red	White	Brown	Price
Sidewall	76 H 5052	76 H 5152	76 H 5252	\$1.30
Border	76 H 7052	76 H 7152	76 H 7252	7c
Ceiling	76 H 612	76 H 612	76 H 612	\$1.00





# FOR BACKGROUNDS



If moving to a modern home you'll probably take some traditional furniture with you. A good choice of wall-paper will help old furniture look at home in new surroundings. A modernized floral or weave will help bridge the gap between old and new.

## Highlighted in Gold 60c single roll

**A** For a fresh, lovely room that invites you in—a pattern of charm and versatility. Graceful leaf bouquets informally sketched on a textured background; well-suited to any room. Use with a plain textured paper for decorating harmony. Heavy weight paper, 19-in. pattern repeat, 2½-in. border.

	White	Rose	Green	Price
Sidewall	76 H 4014	76 H 4114	76 H 4214	\$1.20
Border	76 H 1014	76 H 1114	76 H 1214	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## Inexpensive Flowered Print 25c single roll

**B** Fadeproof but not Washable. Fine detail and coloring make a tasteful setting to flatter your furnishings. Small scale design effects cozy, intimate charm—just right for small rooms. Provides restful background so desirable in a bedroom. Standard weight, 19-in. repeat, 2½-in. border.

	White	Gray	Green	Price
Sidewall	76 H 5004	76 H 5104	76 H 5204	50c
Border	76 H 7004	76 H 7104	76 H 7204	5c
Ceiling	76 H 886	76 H 886	76 H 886	50c

## Airy as Thistledown 55c single roll

**C** Has an imaginative flair—will work decorating wonders at very little expense. Abstract enough to give you something different in the way of decoration—yet graceful as any floral. Gold-flecked. Heavy weight paper, 16-in. pattern repeat, 2½-in. border.

	Pink	Green	Gray	Price
Sidewall	76 H 4007	76 H 4107	76 H 4207	\$1.10
Border	76 H 1007	76 H 1107	76 H 1207	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## Has a Trim and Tidy Look 50c single roll

**D** Tiny harlequin diamonds—a most popular new decorating motif—interspersed with delightful small sketches. Excellent for small rooms or small wall areas. For smart decoration, repeat any of the harlequin colors, including gold, in furnishings or accessories. Heavy paper, 16-in. repeat, 2½-in. border.

	Tan	Gray	White	Price
Sidewall	76 H 4005	76 H 4105	76 H 4205	\$1.00
Border	76 H 1005	76 H 1105	76 H 1205	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

## Neat and Economical 25c single roll

**E** Fadeproof but not Washable. Bright, cheerful paper for kitchen, breakfast nook—or any room which needs a face-lifting. Shadow box effect gives feeling of depth, makes rooms seem larger. Panels' regularity relieved by ivy, gay bouquets. Standard weight, 16-in. pattern repeat, 2-in. border.

	Green	Yellow	Gray	Price
Sidewall	76 H 5005	76 H 5105	76 H 5205	50c
Border	76 H 7005	76 H 7105	76 H 7205	5c
Ceiling	76 H 886	76 H 886	76 H 886	50c





OF BEAUTY AND CHARM



Small and Serviceable 55c <sup>single roll</sup>

F Provincial in design but thoroughly modern in color, this appealing pattern is one of our most useful. Its neat, well-ordered look is especially good for kitchens, other much-used rooms. Heavy weight paper. 1½-in. motifs, 2-in. border. Regular rolls, or pre-pasted, pre-trimmed. *State regular or pre-pasted.*

	Brown	Blue	Yellow	Reg.	Pasted
Sidewall	76 H 4006	76 H 4106	76 H 4206	\$1.10	\$1.70
Border	76 H 1006	76 H 1106	76 H 1206	7c	7c
Ceiling	76 H 612	76 H 612	76 H 612	1.00	1.40

New Fashion in Florals 65c <sup>single roll</sup>

G An expert blend of conservative and modern, this stylized floral can be used with furnishings of any period. Subdued colors applied to textured background in fresh, graceful strokes. Gold accents on the gray; silver on green and pink. Embossed, extra heavy paper 19-in. pattern repeat, 2-in. border.

	Gray	Rose	Green	Price
Sidewall	76 H 4020	76 H 4120	76 H 4220	\$1.30
Border	76 H 1020	76 H 1120	76 H 1220	7½c
Ceiling	76 H 612	76 H 612	76 H 612	1.00

All Papers on these two pages are Fadeproof and Washable, except (B), (E), (H) which are Fadeproof only. All sold in Double Rolls 18 in. wide, 16 yds. long; all ship. wts. 2 lbs. 8 oz. except (B), (E), (H) which are 2 lbs. each. Border sold by the yard; ship. wt. 1 oz.

Versatile Stylized Grasscloth 35c <sup>single roll</sup>

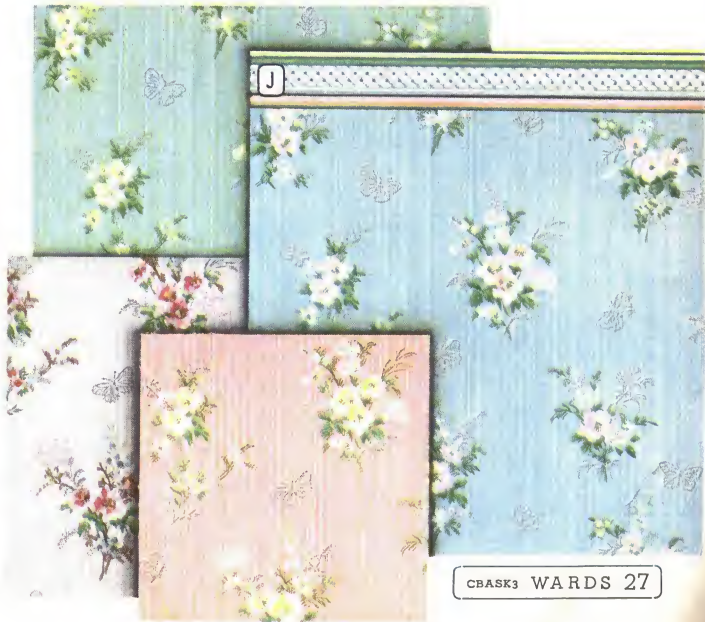
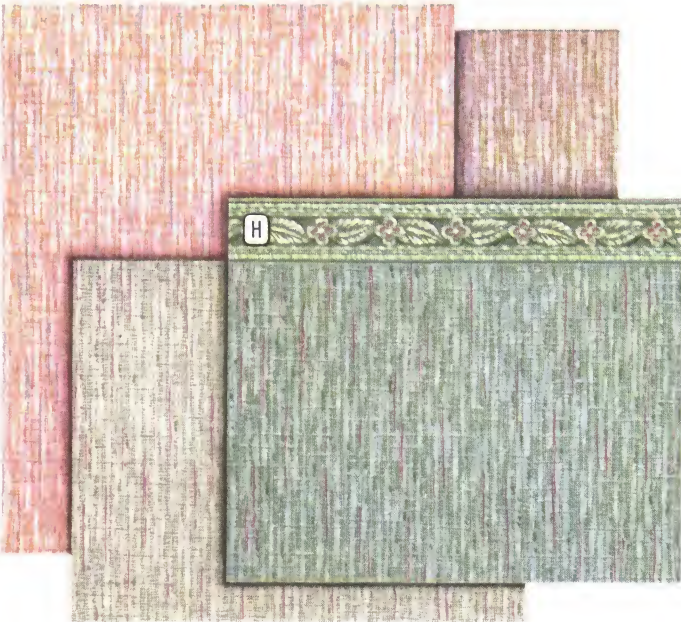
H Fadeproof but not Washable. A most adaptable paper, it combines beautifully with other patterns. Used alone, its gold-flecked texture will give you interesting walls, yet is subdued enough for heavily patterned furnishings. Extremely easy to hang—requires no matching. It can be trimmed to any width and hung just like plain colored paper. Standard weight paper. 2¾-in. border.

	Rose	Gray	Tan	Green	Price
Sidewall	76 H 4000	76 H 4100	76 H 4200	76 H 4300	70c
Border	76 H 1000	76 H 1100	76 H 1200	76 H 1300	6c
Ceiling	76 H 889	76 H 889	76 H 889	76 H 889	70c

Dainty Bouquets on Chambray 45c <sup>single roll</sup>

J The very simplicity of this delicate floral creates an air of freshness and good taste, and its small scale is most adaptable and appealing. It will provide the restful, unobtrusive background so desirable in a bedroom. Chambray effect adds just a touch of texture—leaf sprays and butterflies in shining silver catch and reflect the light. Heavy weight paper. 16-in. pattern repeat, 2-in. border.

	White	Blue	Pink	Green	Price
Sidewall	76 H 4001	76 H 4101	76 H 4201	76 H 4301	90c
Border	76 H 1001	76 H 1101	76 H 1201	76 H 1301	6½c
Ceiling	76 H 608	76 H 608	76 H 608	76 H 608	90c





# WARDS FABRIC WALL COVERING

**Pre-Trimmed, 24 Inches Wide, \$2.98 Per Roll**

**Completely Trimmed, Ready to Hang.** Both sidewall and wainscoting are perfectly trimmed on both edges and all ready to hang. All you have to do is cut the lengths you want and paste—and you can apply the paste either to the wall covering or to the wall. The 24-in. width for patterns and plain colors is exceptionally easy to handle. Wainscoting is 48 in. wide—standard wainscoting height. Fabric Wall Covering can be hung on any smooth surface with regular wallpaper paste.

**Made Especially for Your Walls.** Wards Fabric Wall Covering is heavier, better made, longer lasting than ordinary oilcloth. Sturdy canvas backing is treated with coat after coat of fine oil paint to make non-porous, non-absorbent finish which is super-washable. Tough surface resists scuffing, other rough treatment. Repeated scrubbing will not fade it. Year-in-year-out wearing qualities make it extremely low in cost-per-year—an economically sound decorating investment.

**Protects as Well as Beautifies**—unsightly plaster cracks have little chance of marring the beauty of rooms covered with Wards Fabric Wall Covering. Its strong, flexible canvas backing strengthens walls and ceilings, helps reinforce plaster and prevent cracking. Since it will not tear easily, it helps hide cracks if they should occur. It saves cost on plaster repairs and frequent redecoration. Its strengthening and protective features make it an excellent base for future decorating.

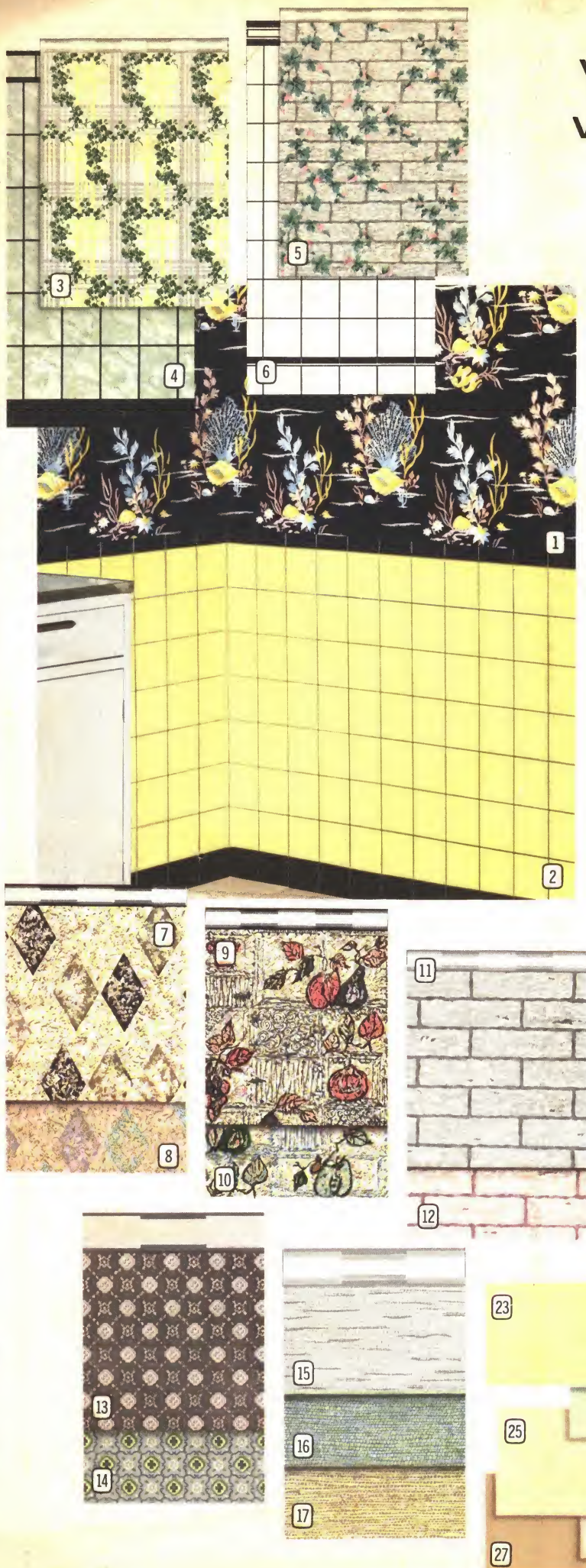
**Choice of Patterns or Plain Colors.** Comes in a variety of color combinations for any room. Sidewall patterns can be combined with wainscoting or hung separately, as can the plain colors. Sidewall and wainscoting come in soft dull finishes. Sidewall patterns have harmonizing border which must be ordered separately (see Table below). Wainscotings have borders printed on top and bottom; don't order border for wainscotings. Wainscoting is 48 inches high and should be hung horizontally.

**Ordering Information:** Sidewall is sold in Single Rolls 24 in. wide by 6 yds. long. Ship. wt. per Single Roll is 2 lbs. 10 oz. Matching Borders for patterned sidewall are 1 3/4 in. wide and are sold by the yard. Ship. wt. is 1 oz. per yard. See Page 19 for instructions on figuring amounts. Wainscoting is 48 inches wide and sold by the yard or in rolls 12 yards long. Shipping weight per yard is 1 lb.; Shipping weight per roll is 12 lbs.

Patterned Sidewall Catalog No.		Matching Border Catalog No.	
Price Per Roll \$2.98		Price Per Yard 20c	
(1) 76 H 980 L	(14) 76 H 982 L	(1) 76 H 2980 L	(14) 76 H 2951 L
(3) 76 H 953 L	(15) 76 H 992 L	(3) 76 H 2951 L	(15) 76 H 2951 L
(5) 76 H 951 L	(16) 76 H 993 L	(5) 76 H 2951 L	(16) 76 H 2993 L
(7) 76 H 990 L	(17) 76 H 994 L	(7) 76 H 2980 L	(17) 76 H 2994 L
(8) 76 H 991 L	(18) 76 H 983 L	(8) 76 H 2981 L	(18) 76 H 2983 L
(9) 76 H 988 L	(19) 76 H 985 L	(9) 76 H 2980 L	(19) 76 H 2981 L
(10) 76 H 989 L	(20) 76 H 984 L	(10) 76 H 2980 L	(20) 76 H 2980 L
(11) 76 H 995 L	(21) 76 H 986 L	(11) 76 H 2951 L	(21) 76 H 2981 L
(12) 76 H 996 L	(22) 76 H 987 L	(12) 76 H 2996 L	(22) 76 H 2987 L
(13) 76 H 981 L		(13) 76 H 2981 L	

Plain Colored Sidewall—Price Per Roll \$2.69			
Catalog No.	Color	Catalog Numbers	Color
(23) 76 H 966 L	Yellow	(27) 76 H 976 L	Tan
(24) 76 H 978 L	Green	76 H 974 L (Embossed)	White
(25) 76 H 977 L	Ivory	76 H 975 L (Plain)	White
(26) 76 H 968 L	Pink		

Wainscoting—Border printed on top and bottom			
Catalog Numbers	Colors	Per Yd.	Per Roll
(2) 76 H 954 L	Yellow and Black	<b>98c</b>	<b>10.50</b>
(4) 76 H 956 L	Green and Black		
(6) 76 H 997 L	White and Black		





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6 H 2951 L
6 H 2953 L
6 H 2994 L
6 H 2983 L
6 H 2981 L
6 H 2980 L
6 H 2981 L
6 H 2987 L

Color
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m
Per Roll
<b>10.50</b>

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